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**Application Form**

*Please submit your application to* [*admin@tridentangels.com*](mailto:admin@tridentangels.com) *which consists of:*

1. *Executive summary MAXIMUM 2 pages;*
2. *Appendix for financials MAXIMUM 2 pages;*
3. *Presentation pitch deck MAXIMUM 15 SLIDES.*

*Materials beyond the limit will not be reviewed or considered. You may use bullet points whenever appropriate and delete the instructions/tips (see below) to provide more space for your content. You do not need to answer all questions suggested but keep in mind that these are important considerations for investors. You can use the pitch deck to summarize/complement each section with graphics, tables, images, etc.*

*You will be informed within 30 days if your business is pre-selected for the live screening session with potential investors which will be held the following month.*

*Finally, please tell us how did you hear about the Trident Angels?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**REGISTRATION**

|  |  |  |  |
| --- | --- | --- | --- |
| Business Name: |  | Business Logo: |  |
| Website (if any): |  | Date submitted: |  |
| Contact name: |  | Phone number(s): |  |
| Current occupation: |  | Email: |  |
| Bio/ Key accomplishments: |  | | |

**OVERVIEW**

*Tips: What is your elevator pitch? Summary of your company and business model (ie. how you make money).*

**MARKET PROBLEM / OPPORTUNITY**

*Tips: What problem are you trying to solve? What kind of people or businesses need such product or service? Can you estimate the market size and the proportion of the market that you will be able to penetrate in the short and long term?*

**ORGANISATION MISSION / GOALS**

*Tips: What is the purpose of the business, and how does it intend to achieve it? What goals is it trying to achieve more specifically?*

**PRODUCTS OR SERVICES OFFERED**

*Tips: Describe the product or service offered, including characteristics related to quality, format, etc. What is innovative and special about this product or service? What is the value proposition for the customers – do you have any evidence that the purchaser (not the user) will buy at the price that will provide the required margins and cash flows?*

**MARKETING AND DISTRIBUTION**

*Tips: How will you ensure that your target market will have access to your products or services when they need them? Have prices and margins been discussed with the required partners? Describe your competition and how you intend to differentiate yourself. You may include a summary table of your competitive analysis.*

**OPERATIONS**

*Tips: How will you produce and procure your materials needed? What are the major steps in your production process or service delivery? Where will this take place? What kind of equipment or quality control is needed? How long does it take to produce an order?*

**HUMAN RESOURCES / MANAGEMENT / LEADERSHIP**

*Tips: What kind of workforce do you need? How many employees will you need in order to operate at the quantity/quality level estimated through your sales forecasts? What are the key leadership positions and who will fill them? What experiences do they have? Who are on the board of directors? Who are your close advisors?*

**FINANCIALS**

*Tips: Current (if any) and projected revenues and expenses for three years (gross and net). Distinguish revenue streams if more than one. Provide the breakeven point, Cost of Goods Sold, amount of money needed, use of funds, grants and/or investment received so far, investment from the founder, breakdown of company ownership. You can provide the financial details in appendix.*

**GROWTH PLAN / EXIT**

*Tips: How do you intend to grow after the first three years? Are you planning to export and if so, where and how? Are you planning to expand your offering and if so, how? Provide business milestones for the next six months and next three years. What is the plan for the investors to get their money back (how and when)? Which companies may be interested in acquiring yours? Why?*

**KEY BUSINESS ACCOMPLISHMENTS TO DATE / CURRENT DEVELOPMENT STAGE**

*Tips: When was the company registered? How many employees do you have? What key milestones did you achieve to make investors think that you are a great investment with limited risks?*