|  |  |
| --- | --- |
| **Name of Enterprise** |  |
| **Name of Lead** |  |
| **Email of Lead** |  |

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| --- | --- | --- | --- |
| **Investment Amount (Currency)** |  | **Investment Terms** | *Propose revenue-share,loan, debt or equity term* |
| **Enterprise Location** |  | **Timeframe** | *Enterprise start/end dates* |

Briefly answer the below questions. (Bullet points are encouraged; 4 pages max.)

1. **Our Mission: We bet on people and high-impact, investable ideas and projects that have the potential to demonstrably improve the lives of communities of people living in poverty. With that in mind, what is your innovative idea?**
2. **What problem and needs are you solving for the community/your customer?**
3. **Who is your current and targeted customer? What is their quality of life if your intervention/company doesn’t exist?**(Include reasons they will buy or benefited from you and the price paid.)
4. **Who are your users / communities you serve? Describe your key persona profile.**
5. **What specific benefits will the communities you serve derive from your product/service? (Both short and Long term)**
6. **Who are you (experience, passion etc), and how are you qualified to lead this enterprise? What motivates you?**(If you have multiple people on your team, please include their names and roles.)
7. **What is your progress to date?**(Include any prior funding, investment, grant, funds raised till date specific for this project, or proof of concept.)
8. **Who is your competition, what is your competitive edge and why are you better?** (Also consider similar models in different markets/locations.)
9. **What is the potential market size for your product/service?** (Consider scalability)
10. **What is your business model? How do you generate revenue and income for your company? (Suistainaibility)**
11. **What are your top barriers to market entry/gaining traction, and how will you overcome them?**
12. **What are your current marketing, distribution, and retention strategies?**
13. **In what ways will (objectives, key results and KPIs) key performance metrics be measured on a monthly basis? How will you know if you’re successful or when to pivot?**
14. **What is the timeline for this enterprise?** (Indicate by month and milestones you plan to achieve; help us visualize your progress over the next 12 months. Feel free to use the table below.)

|  |  |  |
| --- | --- | --- |
| Month(s) | Milestones | Funds needed  ($ Amount) |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Post-Pilot: Scaling Milestones | |  |
|  |  |  |
|  |  |  |

1. **How will the funds be used?** (Indicate no more than 5 buckets, please.)

|  |  |
| --- | --- |
| Bucket/Expense | Estimated Budget (Currency) |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

1. **What are your projected financial milestones?** (Help set our expectations for your enterprise’s growth, break-even point, and revenue.)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 2017 Actual/Projected | 2018 | 2019 | 2020 | 2021 |
| Revenue |  |  |  |  |  |
| Expenses |  |  |  |  |  |
| Net Income |  |  |  |  |  |

1. **At the end of the investment term, your enterprise will either:**

(Please give the likelihood of these 5 outcomes. % of each, 0% is ok; should add up to 100%.)

|  |  |
| --- | --- |
| **Fail** | **%** |
| **Launch** into sustainable business | **%** |
| **Need more time and raise funds** from Funder **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **%** |
| **Spin-in** (i.e. be adopted and scaled by established enterprise \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) | **%** |
| **Other:** (please describe “other” in a way that we can picture it in our mind) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **%** |

1. **At the end of the investment term, what have we both learned?**

|  |  |
| --- | --- |
| **3 Wonderful Lessons**  (Possible successes) | **3 Hard Lessons**  (Potential pitfalls, harsh realities) |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |

1. **Please tell us why you think we will be a good fit to work alongside your mission? What other areas of support can we provide your organization and vice-versa**
2. **Any other key points worth highlighting?**

**\*\*Please submit with Enterprise Lead’s CV/resume to us as well!**