**Reno Angels – email to: [renoangelsapplication@gmail.com](mailto:renoangelsapplication@gmail.com)**

Date:

Company Name:

Type: Sole Proprietorship Partnership LLC Corporation

Contact Name: Title:

E-mail: Phone:

**Market**

What is your niche / target market?

What percentage of the market do you plan to obtain over what period of time?

Why does your company have high growth potential?

What problem are you solving?

**Products and Service**

How do you differentiate?

What are major milestones?

How do you compete with respect to price, features, and performance?

If applicable, what have you learned from early versions of the product or service?

Do you have an MVP, demo and / or prototype?

**Competition**

Who are your competitors?

What advantages does your competition have over you?

What is your competitive advantage?

**Marketing and Customer Acquisition**

How will the company market its products or services?

What is the cost of a customer acquisition?

What is the projected lifetime value of a customer?

What is the sales cycle between initial customer contact and closing of a sale?

**Milestones**

What early traction has the company achieved (sales, traffic to the company’s website, app downloads, etc.) and how can this be accelerated?

Principal reasons for success thus far?

**Risks**

What is the potential risk(s) to the business?

Any legal, regulatory or product liability risks?

**Intellectual Property (IP)**

What key IP does the company have (provisional, pending or awarded patents, copyrights, trade secrets, trademarks, domain names)?

**Financials**

Date the business began?

Revenues since inception?

Three-year projections?

What are key assumptions underlying your projections?

How much equity and debt has the company raised; what is the capitalization structure?

What future equity or debt financing might be necessary?

Any stock options earmarked for employees?

What is your monthly burn rate?

What are your key business metrics towards profitability?

**Financing Round**

What is the company’s pre-money or revenue-based valuation?

How much are you seeking in this round?

What is the planned use of proceeds?

What milestones will financing achieve?

Percentage of equity ownership offered?

If seeking debt financing, detail percentage rates, discounts or convertibles?