

# CALL FOR ENTREPRENEURSHIP

## APPLICATION FORM INFORMATION

For the purpose of assisting in the filling in of the online application form in Arial Font, size 11, the required information has been summarized in this document, so that it can be prepared in advance.

### 1. Summary

**1.1. Company Name / Name of the Project** (Max. 85 characters)

**1.2. Project or Company Website** (if applicable)

**1.3. What is the online demo's URL** (if applicable)?

**1.4. Telephone or mobile phone number**

**1.5. Physical address** (Max. 85 characters)

**1.6. Postal Code**

**1.7. City**

**1.8. Country**

**1.9. E-mail address**

**1.10. Project's Industry Sector** (Choose the correct option according to your project sector):

**SOFTWARE** (Cloud & IT, Enterprise and SaaS, Mobile, Software, E-marketplaces, Content & Media, E-commerce, Fintech, Artificial Intelligence, Travel Tech, Digital Health, Manufacturing Software)

or

**HARDWARE**(Chemicals, Materials, Electronics, Physical Products, VR, AR (hardware-based), Travel Tech, Robotics, Med Tech / Diagnostics)

or

**LIFE SCIENCES** (Therapeutics, Med Tech / Diagnostics)

or

**TOURISTIC ACTIVITIES** (Touristic Activities, Animation Activities)

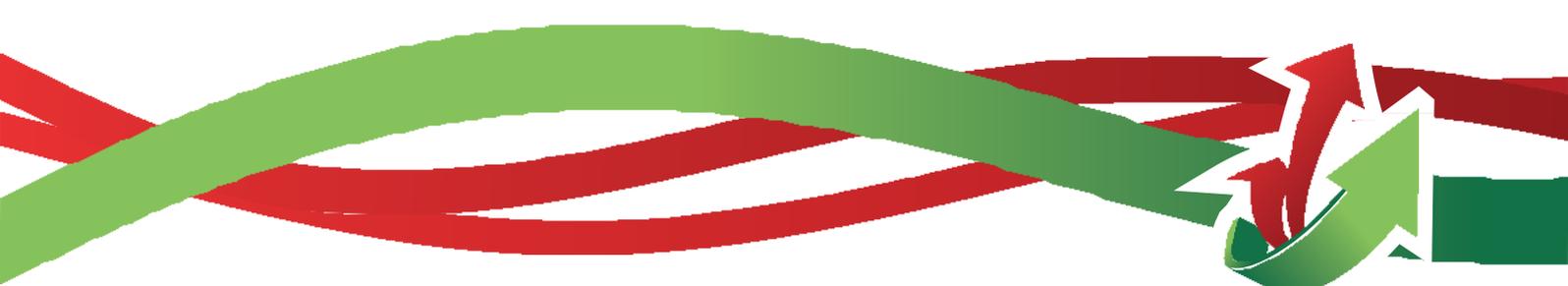
**1.11. Type of Application** (Choose the correct option):

**Direct**

or

**Through the IGNITION PARTNERS NETWORK**

**1.11.1 If through the Ignition Partners Network, name of the Partner:** (Choose the correct option)



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**1.11.2. Who is your contact person at Ignition Partners Network and was involved in the preparation of this application?** (Max. 85 characters)

**1.12. Project Summary** (Max. 2,000 characters)

### 2. Team / High Level Organization Structure

**2.1. Number of elements on the Founder's team**

**2.2. Identify each individual member**

- **Have any of the Founders previously submitted any application for Portugal Ventures? Who?**
- Please select the more suitable profile that best fits your project:
  - *Software* (Cloud & IT, Enterprise and SaaS, Mobile, Software, E-marketplaces, Content & Media, E-commerce, Fintech, Artificial Intelligence, Travel Tech, Digital Health, Manufacturing Software);
  - *Hardware* (Chemicals, Materials, Electronics, Physical Products, VR, AR (hardware-based), Travel Tech, Robotics, Med Tech/Diagnostics);
  - *Life Sciences* (Therapeutics, Med Tech / Diagnostics);
  - *Touristics Activities* (Touristic Activities, Animation Activities);

- **What was the name of the project?** (Max. 85 characters)

**2.3. Are the Founders part of any non-competition or intellectual property rights agreement which could interfere with the project? Are the Founders going to work exclusively on the project?** (Max. 500 characters)

**2.4. In what way do the competencies of the promoting team meet the needs associated to the project development?** (Max. 1,000 characters)

**2.5. Identification of possible project management / development needs which the Founders or promoting team may be unable to satisfy.** (Max. 1,000 characters)

### 3. Problem & Solution

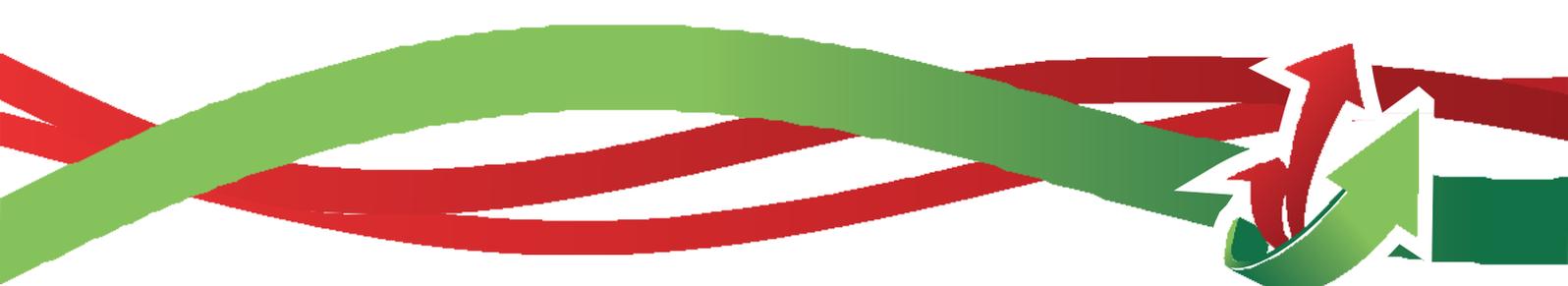
- 3.1. Which problem / difficulty does the project intend to address / minimize (market opportunity)? (Max. 2,500 characters)
- 3.2. In what way is the said problem currently being solved / minimized with products / solutions already available on the market? (Max. 1,500 characters)
- 3.3. In what way will the new product / solution address / minimize the problem? (Max. 1,500 characters)
- 3.4. What is the project's value proposition? Why will clients pay for this? (Max. 1,500 characters)
- 3.5. In what way is the new product / solution innovative compared to others already on the market? What are its advantages / benefits compared to competing products / solutions? (Max. 1,500 characters)

### 4. Technology

- 4.1. Description of the technology (what is it? how is it developed?); How does the technology enable you to get to the intended solution? (Max. 1,000 characters)
- 4.2. What are in your opinion the main limitations to the project scalability? (Max. 500 characters)
- 4.3. Intellectual Property Rights (Patent (submitted / granted / in which countries); Trade secret) (Max. 750 characters) Was the R&D carried out exclusively by the Founders? If not, are there any limitations in its use in the project? Is there a technology license agreement? What are its terms and conditions? (Max. 500 characters)
- 4.4. Any alternative applications for the technology? (Max. 750 characters)
- 4.5. At which stage is the project's development? How long have you been working on it? (Max. 1,500 characters)
- 4.6. Product Roadmap: Is there a prototype? Is it able to generate revenue? What are the next steps? How long / in what time frame will it take to produce a final version? (Max. 1,500 characters)

### 5. Business Model & Go To Market Strategy

- 5.1. How will the project's revenue be generated (recurring or not)? If you have a web or mobile project please also estimated average annual revenue per user. (Max. 1,500 characters)
- 5.2. How have you validated the project's business model / value proposition, namely, what contacts with potential clients / industry experts have been made? (Max. 1,500 characters)
- 5.3. Who are the project's potential clients? (Max. 1,500 characters)
- 5.4. If you have a web or mobile project please state the project's traction metrics, namely number of unique visitors, registered users, paying users/subscribers, the number of transactions, the average transaction value as well as their time evolution. If not a web or mobile project, please elaborate on how your business model validated? What contacts with potential clients were made? Have sales already been made?" (Max. 750 characters)



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**5.5. Where (in which countries) are you going to sell your products? In what order? Why?** (Max. 1,500 characters)

**5.6. How are you going to reach your clients? If you have a web or mobile project please also state the estimated cost of acquiring a new user** (Max. 1,500 characters)

### 6. Market

**6.1. How would you characterize the project's Serviceable Available Market?** (Max. 750 characters)

**6.2. How is the project's Serviceable Available Market quantified:**

**6.2.1. Total turnover generated by the market sector** (in Euros)

**6.2.2. Total number of clients / customers**

**6.2.3. How did you estimate/calculate the figures answered in question 6.4.1 and 6.4.2?** (Max. 750 characters)

**6.3. What share of the target segment (SOM – Share of the Market) do you believe you will obtain in the first 2 years? How did you calculate these amounts?**

**6.4. How fast do you expect the target market to grow in the coming years?**

### 7. Competition

**7.1. Who are the current competitors? Who could become a competitor in the future? Is it likely that the big market players will offer a competing product / solution? Which competitors present a high-risk to the project?**(Max. 2,500 characters)

**7.2. Why are they your competitors? Please, compare your solution with your competitors.** (Max. 2,500 characters)

**7.3. In what way is the project difficult to replicate by other players?** (Max. 1,500 characters)

### 8. Risks

**8.1. What are the project's main threats/risks (what could go wrong)?** (Max. 2,000 characters)

**8.2. What are the project's critical success factors, at this stage or for the future?** (Max. 1,500 characters)

**8.3. In what way could the failure to meet those conditions affect the project's development?** (Max. 1,000 characters)

**8.4. How can those risks be mitigated?** (Max. 1,000 characters)

### 9. Milestones / Funding Needs

**9.1. What are the project's total funding needs for this round of financing?** (in Euros)

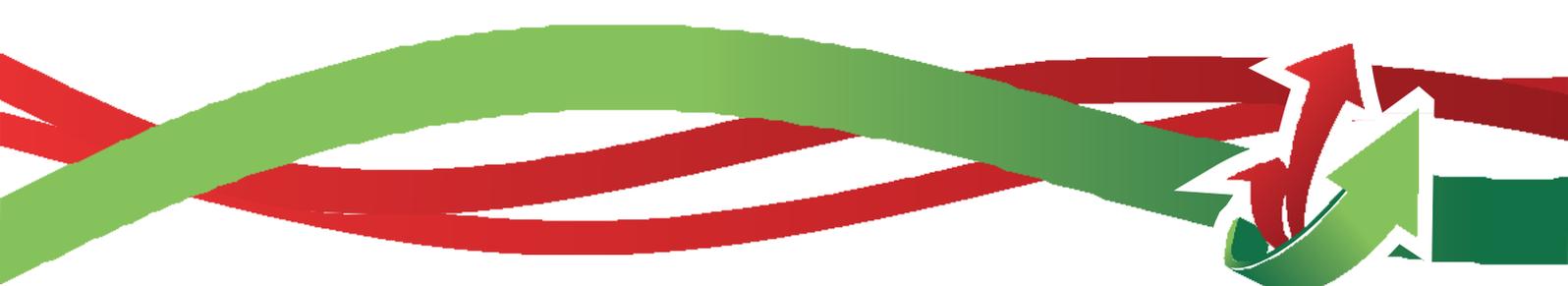
**9.2. How much are you asking for Portugal Ventures to invest in this project?** (in Euros)

**9.3. How much are the Founders willing to invest in the project?** (in Euros)

**9.4. How much are other investors willing to invest in the project?** (in Euros)

**9.5. (When applicable) Who are these other investors?** (Max. 500 characters)

Note: Please make sure that the amount stated in question 9.1 is equal to the sum of the amounts stated in questions 9.2, 9.3 and 9.4



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**9.6. What are the main applications for the project's funds during this round of financing?** (Max. 1,500 characters)

**9.7. What are the estimated funding needs for the next round of financing?** (in Euros)

### 10. Exit

**10.1. Who would most likely buy the company, in the future?** (Max. 600 characters)

**10.2. When do you expect to sell the company?** (Max. 500 characters)

### 11. . Other Information

**11.1. (When applicable) Other information which the Founders consider relevant to the submission of their application to the Call for Entrepreneurship.** (for example, Information about advisors and board) (Max. 1,500 characters)

**11.2. Has the company already been established?** (Yes or No Answer)

**11.2.1. Date the company was established**

**11.2.2. 2 Shareholders and respective % of capital held** (Max. 600 characters)

**11.3. Has the company got a stock option plan? If yes, provide details.** (Max. 750 characters)

**11.4. Amount of funds already raised and respective source of all funds which the project has received. These funds include investments made in the form of share capital as well as other funds, such as competition awards, subsidies, loans from friends, family, banks or any others which did not result in participation in the company's share capital** (Max. 1,500 characters)

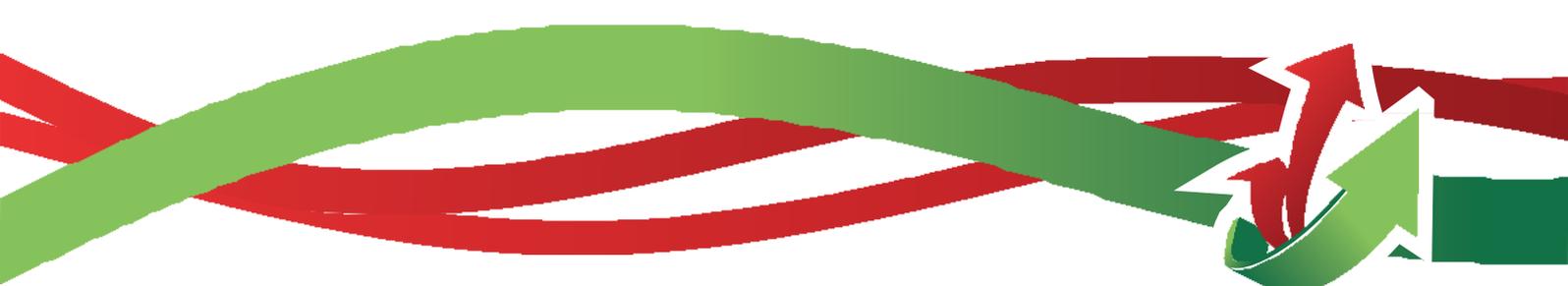
**11.5. (When applicable) The projects which are in the process of raising funds in the form of share capital, loan or other, must indicate the source, amount and manner in which these funds will be allocated to the project, when submitting the application** (Max. 600 characters)

**11.6. . (When applicable) If this project has already been submitted in a previous edition of the Call For Entrepreneurship, please sum up the main differences between the two applications as well as the main developments that the project has gone through since the it was last submitted** (Max. 2,000 characters)

### 12. Attachment

**12.1. Please include a short résumé from each of the Founders** (a maximum of 1 page per member of the promoting team and only attach one document)

**12.2. When submitting an application related to companies already established, please include: (i) the company's historical financial statements and (ii) any relevant shareholder information**



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12.3. Please include a YouTube link of a 5 minute Video Pitch (for detailed instructions on to how to upload a non-listed video to YouTube, as well as privacy concerns, please see our FAQ)

12.4. Please include a PowerPoint presentation to support your Video Pitch

12.5. Please include a detailed Budget (P&L) for the project's estimated lifespan (Excel format)

12.6. Please include the project's roadmap, according to the template provided

12.7. Please include a competitive analysis of your solution with current and potential competitors, according to the template provided.

Attachment – Template for a Project Roadmap

Attachment – Template for a Competitive Analysis

Attachment (only for Life Sciences projects) – Any scientific publications relevant to this project

# Template for a Project Roadmap

# Template for a Project Roadmap

- In the following slides you'll find the suggested template to present your project roadmap, as well as two examples of the said template for a Web and Biotech project;
- Please be advised that the rows and columns presented in the template slide should be adapted according to the specificities of your project, so that it takes into account the level of detail, clarity and objectivity adequate to your project.



# Example of a Milestone Table for a Web project

Milestone (end of month)	Deliverables	Funding Needs	P. Ventures Investment	Founders Investment	Other Investors Investment
A month	X.000 new users in country ABC Cost-per-acquisition: €X/user Average Revenue per user: €X X new affiliate programs Website in languages A, B, ... Activities and deliverables in PV Accelerator Identification and recruitment of an international board member	€ X k	€ X k	€ X k	€ X k
B month	X.000 new users in country ABC Cost-per-acquisition: €X/user Average Revenue per user: €X X new affiliate programs Mobile App e new website version X Acceleration (PV Accelerator) Deal with a key Partner Deliver a business plan to support a M&A and/or new round of financing and identify target (at least 6 months before conclusion of project)	€ X k	€ X k	€ X k	€ X k
C month	X.000 new users in country ABC Cost-per-acquisition: €X/user Average Revenue per user: €X X new affiliate programs X B2B integration deals New website version Y Acceleration (PV Accelerator) Term sheet negotiation for either a M&A or to secure another round of financing	€ X k	€ X k	€ X k	€ X k
TOTAL		€ X k	€ X k	€ X k	€ X k

# Example of a Milestone Table for a Biotech project

Milestone (end of month)	Deliverables	Funding Needs	P. Ventures Investment	Founders Investment	Other Investors Investment
A month	In-vitro testing (validation of cells XYZ produced in bio-reactor) Activities and deliverables in PV Accelerator Identification and recruitment of an international board member	€ X k	€ X k	€ X k	€ X k
B month	In-vivo testing in non cancer cells -> n.º of mice = 200) Orphan Drug process successfully completed Acceleration (PV Accelerator)	€ X k	€ X k	€ X k	€ X k
C month	In-vivo testing in cancer cells -> n.º of mice = 480) Cells XYZ potential in conjunction with other therapeutics agents for treatment of ABC disease Acceleration (PV Accelerator) Deliver a business plan to support a M&A and/or new round of financing and identify target (at least 6 months before conclusion of project)	€ X k	€ X k	€ X k	€ X k
D month	Completion of pre-clinical trials Acceleration (PV Accelerator) Deal with a key Partner Term sheet negotiation for either a M&A or to secure another round of financing	€ X k	€ X k	€ X k	€ X k
TOTAL		€ X k	€ X k	€ X k	€ X k

# Template for a Competitive Analysis

# Template for a Competitive Analysis

- In the following slides you'll find the suggested template to present a competitive analysis of your solution with current and potential competitors;
- Please be advised that the rows and columns presented in the template slide should be adapted according to the specificities of your project, so that it takes into account the level of detail, clarity and objectivity adequate to your project.

# Template

Relevant Criteria	Your solution/ company	Competitor #1	Competitor #2	Competitor #...
Products & Services				
Business Model				
Target Market (size in €, identifying markets )				
Market Share (%)				
Competitive advantage				
...				