



## ZOO LABS: FUND | BUSINESS MATRIX

*Business Matrix may not exceed one (1) page. Additionally, use only an 11-pt font or larger.*

**Lead Team Member Name:**

**Business Name:**

<b>MISSION:</b> What is the mission behind the overall business?	<b>PRODUCTS/SERVICES:</b> What products or services are you creating to achieve your mission?
<b>PROBLEM:</b> What is the problem your products/services aim to address?	<b>INNOVATION:</b> How does the business solve this problem in a unique way?
<b>SOCIAL IMPACT:</b> How does the business contribute to the Bay Area's arts and culture ecosystem?	<b>MARKET:</b> Who is the target audience for the business?
<b>MARKETING/SALES STRATEGY:</b> How do you intend to popularize your products/services?	<b>TRACTION:</b> What traction has your business already achieved?
<b>FINANCIAL GOALS:</b> What are the hoped for (and realistic) financial goals for the business?	<b>CONTINGENCIES:</b> If the business requires additional funds, or does not secure a Zoo Labs: FUND grant, explain contingency plans.
<b>CHALLENGE:</b> What is the biggest hurdle or challenge?	<b>OPPORTUNITY:</b> What makes this moment the right time to receive a Zoo Labs: FUND grant?

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