Zoo Labs: FUND Application Preview
FOR REFERENCE ONLY
(effective May 19, 2025)

The Zoo Labs: FUND Application Preview is for REFERENCE ONLY.

Zoo Labs: FUND applications must be submitted online through CCI's Submittable platform, [here](#). We will not accept applications submitted by mail or email using this form.

For technical assistance (e.g., password or upload issues), request support at: https://www.submittable.com/help/submitter/. Submittable's business hours are 9 am – 5 pm MT. They aim to respond within 24 business hours.

Responses to all questions/prompts are required unless otherwise noted.

ELIGIBILITY QUIZ
- **Are the team members full-time residents of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, or Sonoma County?**

- **Does the team consist of two or more people, with at least one culturally-rooted artist member?**

- **Is the team launching or currently operating a music business?**

- **Are any of the team members 18 or younger?** *(Those who answer "yes" will be asked whether they have contacted CCI to discuss eligibility.)*

Note to Applicants:
CCI has enabled the submitter collaboration tool, which enables groups of applicants to work together on collective applications. For information about how to utilize this tool, visit Submittable's knowledge base [here](#).

SECTION 1: ABOUT THE TEAM
Lead Team Member
1. Lead Team Member Legal First Name
2. Lead Team Member Legal Last Name
3. OPTIONAL: Other Names (e.g., Stage, Artist, Preferred, or Chosen Name)
4. Lead Team Member Home Address
5. Lead Team Member City
6. Lead Team Member State
7. Lead Team Member Zip Code
8. Lead Team Member County
    - *Options: Alameda; Contra Costa; Marin; Napa; San Francisco; San Mateo; Santa Clara; Solano; Sonoma*
9. Lead Team Member Email
10. Lead Team Member Phone Number
11. Lead Team Member Primary Business Role (Select One.)
    - *Options: Advisor; Artist; Booker; CEO; Content Creator; Developer; Engineer; Manager; Marketing/Sales; Producer; R&D; Videographer/Photographer; Write-in Option (25 words)*
12. Lead Team Member Pronouns
13. Lead Team Member Brief Bio (75 words)

14. On a scale of 1 - 4, indicate your alignment with the following statements. Make sure you answer candidly–if selected for funding, these questions will be asked as part of your final report in order to track change, if any, over time. (1=Strongly Agree; 2=Agree; 3=Disagree; 4-Strongly Disagree.)
Note: This question is for data collection purposes only and will not be considered in the evaluation of your application.
    a. I am confident in my skills as an artist-entrepreneur.
    b. I have an established network of artist-entrepreneurs in the Bay Area.
    c. I am confident talking about my art/business in a variety of contexts.

Other Team Member(s)
15. Provide each additional team member's name, pronouns, contact info (email and phone number), and business role. (100 words)
Note: Zoo Labs: FUND defines team members as individuals who are core to the business and its operations.
16. Provide brief bios for the team members. (200 words)
17. In which county/counties do the other team members reside? (Select all that apply.)
    ● *Options: Alameda; Contra Costa; Marin; Napa; San Francisco; San Mateo; Santa Clara; Solano; Sonoma*
18. What role(s) do the other team members play? (Select all that apply.)
    ● *Options: Advisor; Artist; Booker; CEO; Content Creator; Developer; Engineer; Manager; Marketing/Sales; Producer; R&D; Videographer/Photographer; Write-in Option (25 words)*
19. How long has the team worked together on the business?
    ● *Options: Less than 1 year; 2-5 years; 6-10 years; 10 years or more*
20. Have any of the team members, including the lead team member, received a Zoo Labs: FUND grant?
    ● *Options: Yes, No, Not Sure*
        ○ *If Yes, enter the names of the team member(s) who received a Zoo Labs: FUND grant and the year in which the grant was awarded.*

SECTION 2: ABOUT THE BUSINESS
1. Business Name:
2. Year Established:
3. Business Type:
Note: This question is for data collection purposes only and will not be considered in the evaluation of your application.
    ● *Options: Cooperative; Corporation; Disabled Veteran Business Enterprise, Fiscally Sponsored; LLC; Nonprofit; Partnership; Sole Proprietorship; Unincorporated*
4. Business Activities' Primary Impact Area: (Select One)
    ● *Options: Animal Rights; Arts & Culture; Community/Economic Development; Democracy/Political Activities; Disability Rights; Education; Environment & Climate Justice; Food & Agriculture; Gender Equity; Health & Healthcare; Housing/Homelessness; Human & Civil Rights; Immigration & Refugee Rights; Indigenous Communities, Culture, & Rights; LGBTQ+ Rights; Public Safety/Criminal Justice/Restorative Justice; Racial Justice & Healing; Religion; Science & Research; Youth Development & Engagement*
5. OPTIONAL: Business Activities' Secondary Impact Area(s): (Select up to three additional impact areas)
Tip: You don't need to check every box—only select up to three options that you can fully support in your application. Choosing too many may weaken your application.

- - *Options: Animal Rights; Arts & Culture; Community/Economic Development; Democracy/Political Activities; Disability Rights; Education; Environment & Climate Justice; Food & Agriculture; Gender Equity; Health & Healthcare; Housing/Homelessness; Human & Civil Rights; Immigration & Refugee Rights; Indigenous Communities, Culture, & Rights; LGBTQ+ Rights; Public Safety/Criminal Justice/Restorative Justice; Racial Justice & Healing; Religion; Science & Research; Youth Development & Engagement*

6. Describe the business in one to two sentences. (75 words)
7. Describe how music is central to/a key feature of the business. (75 words)
   *Note: Per the program's guidelines, music as a product, program, service, or art form/cultural expression must be the **key** feature of the business. We are open to a range of music businesses, such as groups/ensembles, recording studios, music festivals or events, vinyl record presses, record labels, music technology, music-based healing services, and music education nonprofits, to name a few examples.*
8. OPTIONAL: Provide up to three URLs/handles related to the music business.
9. Zoo Labs: FUND awards unrestricted cash grants along with a suite of mentorship resources, including on-demand entrepreneurial courses, virtual group learning and networking sessions, and a curated pairing with a business mentor. Applicants requesting $25K and $50K will also have access to strategy sessions with Zoo Labs Co-Founder and entrepreneur, Vinitha Watson. Should your team be recommended and approved for funding, in what area does your business need *immediate* mentorship at this time? (Select no more than TWO options.)
   Tip: You don't need to check every box—only select up to two options that you can fully support in your application. Choosing too many may weaken your application.
   - *Options: Branding; Business Models; Content Strategy; Design Thinking; Digital Strategy; Finance; Fundraising; Legal; Marketing; Music Industry; Music Publishing; Pitching; Product Market Fit; Rapid Prototyping; Understanding Your Fans; Team Dynamics; Tech Development*

SECTION 3: FUNDING REQUEST

1. In one to two sentences, describe how funding will be used. Begin your summary with *"To support..."* (65 words)
   Note: The request summary will introduce your application to panelists. If you are awarded funding, this summary may be used in public-facing announcements.
2. How much funding are you requesting?
   - $5,000
     - Seed Funding: Teams that request $5,000 are 1) newly formed; 2) have worked on the business for two consecutive (i.e., back-to-back) years or less; and 3) are earning little to no revenue from the business. Does your team meet these criteria?
       - Yes, our team meets these criteria. [Proceed to SECTION 4: BUDGET & BUDGET NOTES]
       - No, our team does not meet these criteria. (Please request a different amount of funding.)
   - $15,000
     - Startup Funding: Teams that request $15,000 are 1) starting to have traction; 2) have worked together on the business for two to five consecutive (i.e., back-to-back) years; and 3) are earning little to no revenue from the business. Does your team meet these criteria?
       - Yes, our team meets these criteria. [Proceed to SECTION 4: BUDGET & BUDGET NOTES]

- o   No, our team does not meet these criteria. (Please request a different amount of funding.)
- $25,000
    - o   Self-sustaining Funding: Teams that request $25,000 have 1) traction and are on the cusp of realizing self-sustaining, revenue-generating activities; 2) have worked together on the business for five consecutive (i.e., back-to-back) years or more; and 3) are earning some revenue from the business. Does your team meet these criteria?
        - o   Yes, our team meets these criteria. [Proceed to Questions 3-6]
        - o   No, our team does not meet these criteria. (Please request a different amount of funding.)
- $50,000
    - o   Next Level Funding: Teams that request $50,000 are 1) established and ready to expand or further innovate; 2) have worked together on the business for five consecutive (i.e., back-to-back) years or more; and 3) are earning a steady stream of revenue from the business. Does your team meet these criteria?
        - o   Yes, our team meets these criteria. [Proceed to Questions 3-6]
        - o   No, our team does not meet these criteria. (Please request a different amount of funding.)

$25K-$50K REQUESTS ONLY: COMPLETE QUESTIONS 3-6 BELOW, THEN PROCEED TO SECTION 4: BUDGET & BUDGET NOTES
Applicants who request $25,000 or $50,000 must answer the following questions regarding business revenue and team member compensation. Please note that your responses are for informational purposes to help panelists, as well as the program partners, understand the Bay Area music economy; they will not influence funding decisions.

3. 2023 Earned Net Revenue:
   - *Options: $1-$9,999; $10,000-$19,999; $20,000-$29,999; $30,000-$49,999; $50,000-$79,999; $80,000-$99,999; $100,000-$149,000; $150,000 or greater; Prefer not to state*
4. 2024 Earned Net Revenue:
   - *Options: $1-$9,999; $10,000-$19,999; $20,000-$29,999; $30,000-$49,999; $50,000-$79,999; $80,000-$99,999; $100,000-$149,000; $150,000 or greater; Prefer not to state*
5. What are the main sources of the business' earned revenue? (Select up to three options.)
   - *Options: Licensing; Merchandise/Goods; Royalties; Service Fees; Streaming; Touring/Ticket Sales; Write-in Option (25 words)*
6. Are team members financially compensated through the business?
   - *Options: Yes, No*
       - *If yes, how are team members compensated? (Select all that apply.)*
       - *Options: Fees for Services; Hourly Wages; Salary; Split Earnings; Write-in Option (25 words)*

SECTION 4: BUDGET & BUDGET NOTES
Zoo Labs: FUND provides unrestricted funds that can be applied in whatever way is most needed by the team and their music business in order to have a public benefit. A budget and brief budget notes are

requested to help panelists understand how funds will be used and provide insights into the team's decision-making process and prioritization.

Applicants are asked to provide proposed budget allocations for the following categories, along with contextual notes:
- Team Compensation
- Independent Contractors
- Equipment / Materials
- Venue / Hospitality / Travel
- Merchandise / Manufacturing
- Business Development / Other (fees, subscriptions, conferences, marketing & advertising)

The budget allocations should total the team's funding request. Applicants are encouraged to provide budget notes for each category to further elaborate on what expenses each line item will cover based on the business' current needs and goals. Budget notes will give the panelists insight into the business's priorities. Budget notes can be bulleted or in a narrative format—whichever is easier, so long as the concept is clear and easy to understand.

If you're not planning to allocate funds to certain categories, enter 0. If you don't have any budget notes, enter "Not applicable" or "N/A." **We highly encourage applicants to provide context and details.**

Note: We encourage applicants to compensate themselves, as well as any collaborating artists, staff, designers, contractors, et al., with a fair living wage. Resources for considering appropriate rates and ranges are available at the Teaching Artists Guild Pay Rate Calculator, Working Artists and the Greater Economy (W.A.G.E) Fee Calculator, and MIT's Living Wage Calculator.

We also understand that budgets are not set in stone and that budget allocations may change as projects develop.

1. **Team Compensation:** Based on your funding request, enter the amount of funding you will allocate to this category.
   Note: Whole numbers only.
   1a. **Team Compensation Budget Notes (50 words)**

2. **Independent Contractors:** Based on your funding request, estimate the amount of funding you will allocate to this category.
   Note: Whole numbers only.
   2a. **Independent Contractors Budget Notes (50 words)**

3. **Equipment/ Materials:** Based on your funding request, estimate the amount of funding you will allocate to this category.
   Note: Whole numbers only.
   3a. Equipment / Materials Budget Notes (50 words)

4. **Venue / Hospitality / Travel:** Based on your funding request, estimate the amount of funding you will allocate to this category.
   Note: Whole numbers only.

> **4a. Venue / Hospitality / Travel Budget Notes (50 words)**

5. **Merchandise/ Manufacturing:** Based on your funding request, estimate the amount of funding you will allocate to this category.
   Note: Whole numbers only.
   5a. Merchandise / Manufacturing Budget Notes (50 words)

6. **Business Development/Other:** Based on your funding request, estimate the amount of funding you will allocate to this category.
   Note: Whole numbers only. Examples of expenses include fees, subscriptions, conferences, marketing & advertising.
   6a. Business Development / Other Budget Notes (50 words)

7. **Enter the total of all budget allocations:**
   Note: This amount should equal your funding request.

8. **Budget Notes:** Provide any additional contextual notes or details that you would like the panel to consider. If you have none, enter "Not applicable." (75 words)
   *Note: **We highly encourage applicants to provide context and details.** Budget notes will give the panelists insight into the business's priorities. Budget notes can be bulleted or in a narrative format—whichever is easier, so long as the concept is clear and easy to understand.*

SECTION 5: PITCH VIDEO
Applicants must upload a two-minute "pitch" video that includes **all team members** included in **SECTION 1: ABOUT THE TEAM**. Pitch videos must be uploaded to Submittable (.avi, .mp4, .mov, and .mpg file types accepted) and must address the following prompts in the order provided:
1. What is the name of the music business, and what does it do?
2. Who are the team members, and why are their roles critical to the business?
3. How does the business reflect or further the team's artistic, creative, craft, or cultural practice?
4. Who does the business serve?
5. Has the business had traction?
6. How does the business contribute to the Bay Area's arts and culture ecosystem in positive ways?
7. How is this moment a critical juncture for the business, and how will funding be used?

SECTION 6: BUSINESS MATRIX
Applicants will describe their business using the **provided one-page matrix template** (fillable .pdf and .doc versions available–either format will be accepted). Responses should be brief—they may be incomplete sentences—but should be clearly understandable.

The business matrix cannot exceed one page, and an 11-point font or larger must be used. The completed matrix must be uploaded to Submittable (.doc, .docx, and .pdf file types accepted). If you do not have Microsoft Word, we recommend using Google Docs to prepare the business matrix. Alternatively, we have prepared a fillable .pdf version. To use this template, you must have Adobe Reader, which can be downloaded here.

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NEED HELP WITH THE PITCH VIDEO OR BUSINESS MATRIX?
Visit **Zoo Labs: LEARN** for in-depth guidance on preparing these application components.

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SECTION 7: WORK SAMPLE
Applicants must submit a **single work sample**. The work sample is a tool for helping panelists to become familiar with your business beyond the required pitch video and business matrix.

In general, it is best to select examples of recent work (2020 or later) and to avoid samples that have poor visibility or audio quality. Because panelists' review time is limited, we recommend choosing a sample that can help panelists quickly and easily acquaint themselves with your music business and/or aspects of it that are not addressed through the pitch video or business matrix. **Unless the team's work is best represented through audio or text/image-based materials, video documentation is strongly encouraged.**

Finally, we strongly advise all applicants to test their uploaded work sample(s) for functionality. Corrupted, password-protected, or otherwise inaccessible work samples will render the application incomplete and ineligible for review.

Requirements
- Panelists will **review up to 5 minutes total** of an audio or video sample OR up to **5 pages** of text/image-based materials. For audio/video samples, you may opt to cue your sample to a specific starting point or include playback instructions in the work sample description.
- The work sample must be uploaded directly to the Submittable platform. **We will not accept a document that links to an outside platform** such as Vimeo, YouTube, Issuu, etc., nor will we review samples that are password-protected.
- There is a size limit of 400 MB per uploaded file and 800 MB for the complete application submission.
- **Applicants must provide a one to two-sentence description that provides contextual information and viewing/playback instructions, if applicable.** Examples:
    o *Documentation of our music collective's live stream performance presented in February 2022 as part of the XYZ Festival. Start sample at 00:05:03 and play until 00:08:18.*
    o *Entitled, "510707," this is the second track from our team's second EP (2019 debut).*
    o *Excerpt of pitch deck created in 2020 for app development.*
    o *Images of teaching artists providing on-site music instruction in 2022 to K-2 students.*

We will accept the following file formats:
- **Video:** .avi, .mp4, .mov, and .mpg files accepted. If your sample is more than 5 minutes, include the desired start/end times in the work sample description. We recommend the MPEG4 (H.264) format with a minimum 640x480 resolution and MP3 audio. Resizing your video to these specifications before uploading will help your samples look better.
- **Audio:** .aiff, .wav, .m4a, and .mp3 files accepted. If your sample is more than 5 minutes, include the desired start/end times in the work sample description.
- **Text/Image-Based Materials:** .doc, .docx, and .pdf files accepted. Up to five (5) letter-size (8.5 x 11 inches) pages of ephemera may be combined to create a single text/image-based work sample. Examples of this work sample type include marketing materials, press, and presentation decks.

For technical assistance (e.g., upload issues), request support at:
https://www.submittable.com/help/submitter/. Submittable's business hours are 9 am – 5 pm MT. They
aim to respond within 24 business hours.

1. **Upload Work Sample Here**.

2. **Provide a one- to two-sentence description of the work sample submitted that includes contextual information and viewing/playback instructions, if applicable. (50 words)**
   Note: For example:
   - *Documentation of our music collective's live stream performance presented in February 2022 as part of the XYZ Festival. Start sample at 00:05:03 and play until 00:08:18.*
   - *Entitled "510707," this is the second track from our team's second EP (2019 debut).*
   - *Excerpt of pitch deck created in 2020 for app development.*
   - *Images of teaching artists providing on-site music instruction in 2022 to K-2 students.*

SECTION 8: AWARD ADMINISTRATION
If you are recommended and approved for funding, the information requested below will expedite the preparation of your grant contract and processing of your award payment. We appreciate your support.

Please note that CCI will issue the award in two payments: The first installment will be 90% of the grant funds, which will be paid once the grant agreement is signed and returned. The remaining 10% will be paid once all grant requirements have been met and a final report has been submitted and approved by CCI.

1. If recommended and approved for a grant, the team will designate a recipient for the funds (i.e., the "grantee"). The grantee may be the lead team member, another member of the team, the business (i.e., a nonprofit or for-profit), or another entity such as a fiscal sponsor. Select a grantee option below.
   - *I will receive the funds.*
   - *A member of my team will receive the funds.*
     o Provide the team member's legal first name and legal last name, title (if applicable), email, phone number, and mailing address.
   - *We will use a fiscal sponsor.*
     o Provide the fiscal sponsor's name, mailing address, and the authorized contract signatory's first and last name, title, and email. If you do not have this information, enter "Please contact me."
   - *We will use our business (includes for-profits and nonprofits).*
     o Provide the business' mailing address. If the authorized contract signatory is someone other than yourself, enter their first and last name, title, email, and phone number.
   - *I'm not sure; please contact me.*

2. **Image:** Upload a landscape-oriented photograph (2020 or later) that is representative of your team and/or music business. (jpg, .png, and .pdf file formats accepted)
   Note: This photo will be used to represent your team in public-facing marketing materials.

3. **Photo Credit:** Enter the names of any individuals in the photo (L to R), location, photographer credit, and year.

SECTION 9: DEMOGRAPHIC SURVEY

CCI is committed to distributing resources fairly and in ways that reflect the diversity of application pools and populations. To that end, we ask you to fill out demographic data so we can better understand the communities we serve. Additionally, the information you provide may be used in summary statistics (i.e., without attribution to individual applicants) and shared with program partners.

Please answer the demographic questions as an individual, and not as a reflection of the team. In addition, please note that this section will be concealed (i.e., hidden) from panelists and will not be considered in the evaluation of your application.

Response options for the questions below will be available in the online application, including "Prefer Not to State."

1. With which gender(s) do you identify?
2. Do you identify as LGBTQIA?
3. Do you identify as a person with a disability?
4. How do you identify?
5. What is your age range?
6. What is the highest degree or level of education you have completed?
7. Do you owe any student loans currently?
8. Annual household income:
9. What is your primary artistic discipline or area of cultural production?
10. Select any other artistic disciplines or areas of cultural production in which you work:
11. What is your career stage?
12. Approximate number of years you have been creating art or engaging in cultural practices with the intent to earn income from your work:
13. Estimated percentage of income derived from your art/cultural practice or arts-based business:
14. Select all the ways in which you try or have *tried* to raise money
15. Select all the ways in which you have *succeeded* in raising money.
16. How did you hear about this opportunity?

SECTION 10: CERTIFICATION

I certify, I have read and met the eligibility requirements stated in the Zoo Lab: FUND grant guidelines and that all information provided in this application is correct to the best of my knowledge. I further acknowledge that the Center for Cultural Innovation is not liable for damage or loss of materials submitted.

At any time, if the Center for Cultural Innovation determines that my application is false, misleading, improperly submitted, or fails to further the Zoo Labs: FUND objectives, the Center for Cultural Innovation may, at its sole discretion, suspend or demand the return of funds. Lastly, I agree not to sue the Center for Cultural Innovation or Zoo Labs if the Center for Cultural Innovation suspends payment or demands repayment.

[check box] By checking this box, I certify the above to be true.