



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:

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

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