



SCI ARTIST-INNOVATOR FUND | BUSINESS PLAN MATRIX

Applicant Name:

Enterprise Name (if different):

<p>TEAM: Who is the lead and team members? (<i>Applicant must have a leading role.</i>)</p>	<p>IDENTITY: What is the overall business & how does the proposed project fit in?</p>
<p>PROBLEM: What is the problem your innovation aims to address?</p>	<p>INNOVATION: How does your innovation solve this problem?</p>
<p>MARKET: Who is the target market for your innovation?</p>	<p>SOCIAL IMPACT: Who/what is/are the beneficiaries benefitting from your innovation?</p>
<p>POPULARIZATION/IMPACT: How do you intend to popularize your innovation?</p>	<p>MARKETING/SALES STRATEGY: What is your marketing or sales strategy?</p>
<p>FINANCIAL GOALS: What are your hoped-for (and realistic) financial goals for your innovation?</p>	<p>CONTINGENCIES: If the project requires additional funds, or does not secure enough, explain contingency plans.</p>
<p>CHALLENGE: What is your biggest hurdle or challenge?</p>	<p>OPPORTUNITY: What makes this moment the right time to pursue this opportunity?</p>