Zoo Labs: FUND
2022 Application Preview
FOR REFERENCE ONLY

All 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.*

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*?** (*We recognize that the pandemic has resulted in the temporary and permanent displacement of individuals from their homes in the Bay Area. If **all** team members were living in an eligible Bay Area county as of March 1, 2020, but have been displaced as a result of the pandemic, the team is eligible to apply. Response options include yes; no; and some or all of the team members were displaced as a result of the pandemic.)*

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

- **Are the team members BIPOC or is the team BIPOC-led?**

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

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

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 name, alias)**
4. **Lead Team Member Street Address**
5. **Lead Team Member City**
6. **Lead Team Member State**
7. **Lead Team Member Zip Code**
8. **Lead Team Member County** *(dropdown menu of eligible California counties, as well as a "Not Applicable" option for lead team members who were displaced as a result of the pandemic)*
9. **Lead Team Member Email**
10. **Lead Team Member Phone Number**
11. **Lead Team Member Primary Business Role (Select One.):** Advisor; Artist; Booker; CEO; Content Creator; Developer; Engineer; Manager; Marketing/Sales; Producer; R&D; Videographer/Photographer; Write-in Option [25 words max]
12. **Lead Team Member Brief Bio** [100 words max]

Other Team Member(s)
1. **Provide the names and contact info (email and phone number) for up to five additional team members.** [Open Field; 100 words max]
2. **In which counties do the other team members reside?** *(dropdown menu of eligible California counties, as well as a "Not Applicable" option for team members who were displaced as a result of the pandemic)*
3. **What role(s) do the other team members play? (Select all that apply.)**: Advisor; Artist; Booker; CEO; Content Creator; Developer; Engineer; Manager; Marketing/Sales; Producer; R&D; Videographer/Photographer; Write-in Option [25 words max]
4. **How long has the team worked together on the business?** Less than 1 year; 2-5 years; 6-10 years; 10 years or more
5. **Did any members of the team receive a Zoo Labs: FUND grant in 2021?**
   ● Yes [Enter the names of any team members who received a Zoo Labs: FUND grant in 2021 and the name of their business]
   ● No
   ● Not Sure

SECTION 2: ABOUT THE BUSINESS
1. **Business Name:**
2. **Year Established:**
3. **Business Type:** Cooperative; Corporation; Fiscally Sponsored; LLC; Nonprofit; Partnership; Sole Proprietorship; Unincorporated
4. **OPTIONAL: Provide up to three URLs/handles related to your music business.**
5. **Describe your business in one to two sentences**. [75 words max]
6. **The Zoo Labs: FUND awards unrestricted cash grants paired with access to business mentors. What area does your business need *immediate* mentorship in at this time? (Select no more than TWO 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. [75 words max]**
2. **How much funding are you requesting?**
   ✔ $5,000
      o 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]
         ❖ No, our team does not meet these criteria. [Please request a different amount of funding.]

✔ $15,000

- o 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]
    - ❖ 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?
    - ❖ Yes, our team meets these criteria. [Proceed to Questions 3-6]
    - ❖ 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?
    - ❖ Yes, our team meets these criteria. [Proceed to Questions 3-6]
    - ❖ No, our team does not meet these criteria. [Please request a different amount of funding.]

$25K-$50K REQUESTS ONLY—COMPLETE QUESTIONS 3-6, THEN PROCEED TO SECTION 4
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. **2020 Earned Net Revenue:** $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. **2021 Earned Net Revenue:** $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.)** Licensing; Merchandise/Goods; Royalties; Service Fees; Streaming; Touring/Ticket Sales; Write-in Option [25 words max]
6. **Are team members financially compensated through the business?**
   - ✓ Yes
     - ❖ How are team members compensated? (Select all that apply.) Fees for Services; Hourly Wages; Salary; Split Earnings; Write-in Option [25 words max]
   - ✓ No

SECTION 4: PITCH VIDEO
Applicants must upload a two-minute "pitch" video that involves the **entire team**. Pitch videos must address the following prompts:

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?

Pitch videos will be uploaded to Submittable (.avi, .mp4, .mov, and .mpg file types accepted).

SECTION 5: BUSINESS MATRIX
Applicants will describe their business using the **provided one-page matrix template**. Responses should be brief—they may be incomplete sentences or bullet points—but should be clearly understandable. The business matrix cannot exceed one page and an 11-pt font or larger must be used. The completed matrix will be uploaded to Submittable (.doc, .docx, and .pdf file types accepted).

> **NEED HELP WITH THE PITCH VIDEO OR BUSINESS MATRIX?**
> **Visit Zoo Labs: LEARN** for in-depth guidance on preparing these application components and watch this 3-minute video on **Pitching to Zoo Labs** for additional tips and techniques.

SECTION 6: 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 (2019 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.

Requirements
- 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.
- 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 to edit it.
- A **one to two sentence description** of the work sample is required. If applicable, include playback instructions. Examples:
    - *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.*

File Formats
- **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. If none are provided, panelists will listen to the first 5 minutes of the sample.
- **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. If none are provided, panelists will view the first 5 minutes of the sample.
- **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.

SECTION 7: DEMOGRAPHICS
CCI is committed to distributing resources equally, equitably, and fairly in ways that reflect the diversity of application pools and populations. To that end, we ask you to fill out demographic data so we better understand the communities we are trying to serve. Please note that while the panelists will see this information and may consider it in ensuring that the overall grantee pool is diverse in many ways (businesses and demographics of all types), demographics in itself is not being judged as a category of consideration. Additionally, the information you provide

may be used in summary statistics (i.e., without attribution to individual applicants) that are shared with program partners.

Note: Please answer the demographic questions as an individual, and not as a reflection of the team.

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 artistic discipline or area of cultural production?**
10. **What is your career stage?**
11. **Approximate number of years you have been creating art or engaging in cultural practices with the intent to earn income from your work:**
12. **Estimated percentage of income derived from your art/cultural practice or arts-based business:**
13. **Select all the ways in which you try or have *tried* to raise money**
14. **Select all the ways in which you have *succeeded* in raising money.**
15. **How did you hear about this opportunity?**

SECTION 8: 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.

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