

**ZOO LABS: FUND | BUSINESS MATRIX**

**Lead Team Member Name: Business Name:**

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

### \*Business Matrix may not exceed one page. Excess pages will not be viewed. Additionally, use only an 11-pt font or larger.\*