



Lead Team Member Name:

Business Name:

<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 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>