Welcome

Zoo Labs: FUND Informational Webinar
May 10, 2022
What is Zoo Labs?
What is Zoo Labs: FUND?
Guidelines

ELIGIBILITY CRITERIA

- BIPOC or BIPOC-led team of two or more people, with at least one artist member. Additionally, we encourage teams who are of historically marginalized communities including LGBTQIA+ and gender variant people, people with disabilities, and immigrants to apply;
- Launching or have an already established music business;
- Full-time residents of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, or Sonoma County. **Exception:** 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;
- Any age, however, if a member of the team is 18 years old or younger, CCI staff must be contacted to discuss the team’s eligibility;
- Previous Zoo Labs: FUND grantee, however, first-time award recipients will be prioritized; and
- Free of any conflicts of interest (family or financial relationship) with the board, staff, or directors of CCI, Zoo Labs, and Intersection for the Arts.
AWARD TIER CRITERIA

$5,000 - Seed Funding (4 available)
- Newly formed
- Two consecutive (i.e., back-to-back) years or less
- Earning little to no revenue from the business

$25,000 - Self-sustaining Funding (3 available)
- Have traction
- On the cusp of realizing self-sustaining, revenue-generating activities
- Five consecutive (i.e., back-to-back) years or more
- Earning some revenue from the business

$15,000 - Startup Funding (5 available)
- Starting to have traction
- Two to five consecutive (i.e., back-to-back) years
- Earning little to no revenue from the business

$50,000 - Next Level Funding (1 available)
- Established
- Ready to expand or further innovate
- Five consecutive (i.e., back-to-back) years or more
- Earning a steady stream of revenue from the business
Guidelines

EVALUATION CRITERIA

- **Group Strength**: the team members, through their individual roles and as a collective, are critical to sustaining the business.

- **Artistry & Craft**: business reflects or furthers the team’s artistic, creative, craft, or cultural practice.

- **Entrepreneurship**: the team has a feasible business plan (emerging enterprises) or business model (already established enterprises) and is creating traction for the business.

- **Impact**: business contributes to the Bay Area’s arts and culture ecosystem in positive ways. In addition, grant funding is arriving at a “critical juncture” (i.e. the team is at an inflection point where an infusion of capital has the potential for short or long-term impact such as seeding the launch of a business, propelling a business’ growth, supporting the business’ sustainability, or investing in the untapped potential of an established business).
Guidelines

TIMELINE

- Application Opens: May 3
- Application Deadline: **June 22 at 12 p.m. (Noon) PT**
- Award Notifications: August 17 by 5 p.m. PT
- Grantee Orientation (virtual): September 13 at 6 p.m. PT
- Grantee Mentorship Coordination: September–November 2022
Application

BASIC INFORMATION

- Applications must be submitted through Submittable, CCI's online grants platform.
- Only one application will be accepted per team. Teams will identify a lead applicant, who will serve as the primary contact for the application.
- Teams that operate multiple businesses may request funding for only one business.
- Application is uniform across tiers, with the exception of a handful of financial questions directed only at $25,000 and $50,000 award tier applicants.
- 2022 Application Requirements: Business Matrix + Pitch Video + Work Sample.
WORK SAMPLE

• One (1) work sample is required

• Panelists will review up to 5 minutes total of an audio OR video sample OR up to 5 pages of text/image-based materials such as press, marketing, or promotional ephemera

• Upload work sample directly to Submittable—links to outside platforms/password protected samples will not be reviewed

• Include a one to two sentence description of the work sample. If applicable, include playback instructions. For example, “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.”
Application

Business Matrix

• Teams must describe their business using the provided one-page matrix template (available as a fillable .pdf and .docx on CCI's website).

  **Business Matrix - Fillable .pdf**

• The required template illustrates 12 key aspects about your business: mission; products/services; problem; innovation; social impact; market; marketing/sales strategy; traction; financial goals; contingencies; challenge; and opportunity.

• Responses to each prompt should be brief—they may be incomplete sentences or bullet points—but should be clearly understandable.

• The matrix can't exceed One (1) page; in addition, you must use a font size of 11-pt or larger.
2-Minute Pitch Video
Two-Minute Pitch Video

The pitch video must involve the entire team with one or more members addressing 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?
FREE ENTREPRENEURSHIP COURSES
BY ARTISTS - FOR ARTISTS
LEARN.ZOOLABS.ORG

FUND Applicant Bundle

A set of FREE self-paced online courses to help artists interested in applying for a grant. By the end of these 4 courses you'll be able to organize your ideas & recourses, and articulate your Value Proposition so you're ready to apply for funding.

CREATIVE BUSINESS MODELS

SMALL VALIDATIONS TO TRACTION

AUTHENTICALLY SELLING YOUR IDEA

UNDERSTANDING YOUR FANS
Award Deets

MENTORSHIP

- Zoo Labs staff will coordinate mentorship logistics and pairings based on each team’s needs, interests, and availability.

- Needs will be assessed based on the online application question regarding mentorship needs and through the grantee orientation (9/13/22 at 6PM PST on Zoom).

- The full team is required to participate in the Orientation and in a 1-hour session (virtually or in person) with the chosen mentor.

- $25K and $50K grantees also receive a 1-on-1 consultation with Zoo Labs staff prior to meeting with their mentors and have the optional opportunity to serve as future mentors themselves.
Award Deets

PAYMENT LOGISTICS

• Lead team member will designate a single recipient for the funds (e.g., lead team member, another member of the team, the business, or other entity such as a fiscal sponsor)

• Payment will be made in two installments* (via check or ACH):
  ■ 90% of the award will be paid upon signing the grant agreement and providing any requested information (such as a Form W-9)
  ■ The final 10% of the award will be paid upon submission of an approved final report and fulfillment of the mentorship requirements

*We can structure options that work for each grantee's unique financial situation

• Grant funds are unrestricted; however, they cannot be applied towards lobbying activities or in a manner inconsistent with CCI's charitable purpose under IRS Section 501(c)(3)
Tips & Techniques

GENERAL
- Have a friend, etc. look over your application to see if any important details were left out or whether anything is unclear
- Review all ephemera—Guidelines, FAQs, Application Preview, Zoo Labs: LEARN bundle, Bosco’s Pitch Video, this Webinar!
- Apply early
- Reach out to CCI staff with questions

BUSINESS MATRIX, PITCH VIDEO, WORK SAMPLE
- Business Matrix
  → Be brief, be clear
  → If your response doesn’t fit in one of the boxes, keep simplifying
- Pitch Video
  → Can be recorded on any device
  → Production quality will not be assessed; however, it’s important that audio and visibility are clear
  → Have fun with this!
- Work Sample
  → Choose 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
Thank you!

Contact:
grants@cciarts.org
213.705.9112