



ZOO LABS

Welcome

Zoo Labs: FUND Informational Webinar

May 17, 2023



What is Zoo Labs?

What is Zoo Labs: FUND?





Guidelines

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 may 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.

Guidelines



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:** team has a feasible business plan 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 10
- Virtual Drop-in Q + A: May 24, 12-1 pm [[Register Here](#)]
- Application Deadline: **June 28 at 12 p.m. (Noon) PT**
- Award Notifications: August 30 at 5 p.m. PT
- Grantee Orientation (virtual): October 18 at 6 p.m. PT
- Period of Support: September 2023 – September 2024



Application



Application



GENERAL 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
- 2023 Application Requirements: Business Matrix + Pitch Video + Work Sample

Application



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 - matrix can be uploaded to Submittable as a .pdf, .doc, or .docx).



Lead Team Member Name:	Business Name:
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?

2-Minute Pitch Video



Application



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?



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FUND Applicant Bundle



CREATIVE
BUSINESS
MODELS



SMALL
VALIDATIONS
TO TRACTION

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.



AUTHENTICALLY
SELLING YOUR
IDEA



UNDERSTANDING
YOUR
FANS



Award Deets



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** (10/18/23 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 have access to a strategy session with Zoo Labs Founder, Vinitha Watson, prior to meeting with their mentors and have the optional opportunity to 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

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 at grants@cciarts.org or call us at 415.288.0530 during our office hours on Wednesdays and Fridays, from 10am - 2pm. Appointments aren't required, but encouraged!

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



Questions?



ZOO LABS

Thank you!

Contact:

grants@ccciarts.org

415.288.0530