



ZOO LABS: FUND | BUSINESS MATRIX

Business Matrix may not exceed one (1) page. Additionally, use only an 11-pt font or larger.

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 in positive ways 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?

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