

The purpose of this form is to enable us to know you better and maybe to reveal a unique values you have, which apparently we won't be able to identify through reading your business plan.

Therefore, we ask you to answer the following questions as simplest and comprehensive as you can.

The Founder(s)

- For each founder, please list: Full name, age, year of graduation, school, degree and subject for each degree (List also unfinished degrees and note 'unfinished'); email address; personal URL, LinkedIn URL, Facebook id, twitter id; employer and title (if any) at last job before this startup. List the main contact first.
- If we fund you, which of the founders will commit to working exclusively (no school, no other jobs) on this project?
- Please tell us in one or two sentences about the most impressive thing other than this startup that each founder has built or achieved.
- Please tell us about an interesting project, preferably outside of class or work, that two or more of you created together. Include URLs if possible.
- How long have the founders known one another and how did you meet? Have any of the founders not met in person?
- For founders who can't, why not? What level of commitment are they willing to make?
- Do any founders have other commitments inclusive?
- Do any founders have commitments in the future and if so what?
- Are any of the founders covered by non-competes or intellectual property agreements that overlap with your project? Will any be working as employees or consultants for anyone else?

The Company

- Company name, Company URL (if any) and Phone number(s).
- What is your company going to make?
- Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

- What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?
- Who are your competitors, and who might become competitors? Who do you fear most? (Any company and idea has competitors)
- What do you understand about your business that other companies in it just don't get?
- How do or will you make money? How much could you make? (We realize you can't know precisely, but give your best estimate).
- If you've already started working on it: how long have you been working and how many lines of code (if applicable) have you written?
- How far along are you? Do you have a beta yet? If not, when will you? Are you launched? If so, how many users do you have? Do you have revenue? If so, how much? If you're launched, what is your monthly growth rate (in users or revenue or both)?
- If you have an online demo, what's the URL? (Please don't protect it by password; just use an obscure URL).
- How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. a marketplace, a dating site, an ad network), how will you overcome that?
- If you're already incorporated, when were you? Who are the shareholders and what percent does each own? If you've had funding, how much, at what valuation(s)?
- If you're not incorporated yet, please list the percent of the company you plan to give each founder, and anyone else you plan to give stock to (This question is as much for you as us).
- Was any of your code written by someone who is not one of your founders? If so, how can you safely use it? (Open source is ok of course).
- If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.