Application for Investment – Bolton Trust Angel Fund

Company/Founder's Name:	
If company formed; CRO No.:	
If company not formed; Founders PPS No.:	
Contact Name:	
Contact Email:	
Contact Telephone	
Address	
Website	

Company History

Brief outline, highlighting milestones achieved (e.g. paying customers or technical milestones reached. (approx. 10 lines)

Founders / Management Team

Highlight skills and experiences directly relevant to this business and any startup experience. Show LinkedIn (or equivalent) profiles. Where are the gaps? How will you fill them?

Advisors/Directors/Mentors, particularly those with startup experience, or contacts that will be useful when approaching prospective customers.

The Opportunity

The customer problems your solution addresses? How are customers currently addressing these problems? Examples of customers that have encountered these problems (Approx 10 lines, include links to relevant content).

Key features of your product/service as they relate to customer problems, avoid using technical terms where possible. (Approx 10 lines—Include images and diagrams as an appendix to the application.)

Do you have a finished, customer-ready offer? If so, have any potential customers tested or paid for it? If the company is pre-sales, how have you validated the market opportunity. (approx. 10 lines.)

Is your product/service subject to quality, regulatory or environmental standards? Provide details.

The Market

What size is the overall target market for your solution? How big is the segment of the market that you can reasonably expect to reach and support over the next 2-3 years? How fast is the market growing? (approx. 10 lines —if you have estimated the market please explain your methodology).

Key issues driving change in the market? Why can a start-up succeed in this market? Why now? (Approx. 10 lines—provide links to market research that supports your conclusions.)

Competition

Who are your key competitors (list with hyperlinks)? Outline the findings of your Competitor analysis, who is (or is likely to be) your most significant competitor, what are their strengths? (Approx. 10 Lines)

How will you compete? Why is your offer better? Why is it difficult to copy? What's your competitive advantage (Price, Product features, Operational excellence, Customer relationship etc.)? How sustainable is your competitive advantage or is it a temporary head start? (Approx. 10 Lines)

Route to Market

Outline your route to market? Will you sell direct? Will you have any channel partners/distributors? Will you sell online? If you have secured distribution channels, please provide details and describe the various margins that will be paid and to whom?

How will you raise awareness about your solution with customers? Outline key marketing activities—include incurred/projected expenditure for core marketing initiatives (where applicable). (Approx. 10 Lines)

Revenue Model

What sort of revenue model do you plan to use? (i.e. How will you make money?)

Sales Pipeline

Append your current sales pipeline. Indicate what stage these are at now – if they are prospects, quotes, shortlisted, contracted etc.. If revenues are recurring please indicate the relevant time period e.g. per annum, per month etc.

Operations and Milestones

Briefly describe your production/development process. Distinguish between activities the company will do itself and work likely to be outsourced. If you require specialized staff, how will you get them?

Describe the 3 key technical milestones that you plan to achieve within the next year and the key risk to achieving them.

Describe the 3 key Commercial milestones (Customers, Funding etc…) that you plan to achieve within the next year and the key risk to achieving them.

Intellectual Property (IP) — Patents, Domain names, etc.

Describe any IP that contributes to the company's unique selling point / competitive advantage. Detail how the company has access to this IP (e.g. the company owns the IP, licenses the IP etc.).

Note: Any founder-owned IP must be assigned to the company prior to Bolton Trust investment.

Finance

In addition to the cap table and accounts etc [see checklist below]. Outline any other existing debt finance e.g. bank loans, overdrafts, shareholders/director loans, leases, invoice discounting etc.

Provider	Original Facility Amount	Term	Security

If there are any current discussions around new equity investment indicate who with, for what amount, when you expect a decision etc.

Will the business need further equity after this round to get to profit? If so, provide details. If not, please forecast when, and at what level of sales (unit/volume), breakeven occurs?

Who is primarily responsible for the financial function in the company?

Show all remuneration currently paid to Founders/Shareholders. Any plans to change this?

Are there any planned loan repayments following this funding round?

Employment Forecasts

Likely number of new employees that will be hired over the next three years if this business is a success.

Append the following information

1. The latest annual accounts including notes [if the application is by a company].
2. Latest Management Accounts
3. Current fully diluted share capital table for the company
4. Group structure (If applicable)
5. Monthly Projected Cash Flows for next 12 months
6. Sales Pipeline

The information in this application form will be used by The Bolton Trust in the processing of your application and for ongoing administrative purposes. Bolton Trust reserves the right to share the information outlined in this application with consultants engaged to assist in the assessment and processing of the application. All such consultants are subject to obligations of strict confidentiality.

The completed Application form and any other supporting information that you would like the assessors to consider, such as Business Plan, market research, product photos or videos etc., should be sent to

Info@boltontrust.ie