

Application Form

1. Company Profile

- 1.1 Company name / Name of the project
- 1.2 Name of contact person
- 1.3 Telephone or mobile phone number
- 1.4 E-mail address
- 1.5 Has the company been established? (Yes or No)
 - 1.5.1 Company Headquarter, choose the region
(NUTs III: Alto Minho | Cávado | Ave | AM Porto | Alto Tâmega |
- 1.6 How large is your team today? (Closed options)
<6 | 6-20 | 21-50 | 51-100 | 101-250 | >250

2. Application

- 2.1 Type of application? (Direct or Through the Ignition Partners Network)
 - 2.1.1 If through the Ignition Partners Network, name of Partner
- 2.2 Executive Summary (brief description of the product/service, competition and the market)

3. Funding

- 3.1 What are the project's total funding needs? (in euros)
- 3.2 How much are you asking Portugal Ventures to invest in this project? (in euros)
- 3.3 How much are the other investors available to invest in this project? Who are these investors?
(Amounts in euros)

4. Your Profile

- 4.1 What is your gender? (Closed options)
male | female | other
- 4.2 How old are you? (Closed options)
<26 | 26-30 | 31-35 | 36-40 | 41-45 | 46-50 | >50

5. Attachments

- a. Please include a Powerpoint presentation of the project (or in pdf format) Topics to address:
 - Founders/ Team (Management, board and advisors, investors, awards);
 - Solution and value proposition (What problem are you solving? Why are you different from others? Do you have any Patents?)
 - Competition and differentiation (Who are the competitors? How big are they? Why do you think you are ahead of them?)
 - Product roadmap (Do you already have a fully working product? If not how long will it take to have one? How do you plan to develop your product? Who are your early adopters?)
 - Target Market size and characterisation (How big is the market? How fast do you expect the target market to grow in the coming years?)
 - Revenues (Business Model; type of revenues (recurring or not) What are the revenue levels/growth-actual and expected?)
 - Traction - How many active users and/or paying customers do you have? Who are they? What is the average cost of customer acquisition? What is the average customer lifetime value? Has the MVP been tested in a real case scenario? Who are the current and/or future customers?
 - Funding Plan (How much do you want to raise? What for?)
 - Next fund raising and exit (What will be the next move? When do you expect to have an exit? What are your valuation expectations?).
- b. Please include a detailed Budget (P&L) with the estimated lifespan for the next 5 years (excel format)
- c. Please include a detailed competitive analysis, according to the template provided (as template below)
- d. Other documents that you considered relevant for project analysis

Template Competitive Detailed Analysis

Below you'll find the suggested template to present a competitive analysis of your solution with current and potential competitors.

Please be advised that the rows and columns presented in the template should be adapted according to the specificities of your project, so that it takes into account the level of detail, clarity and objectivity adequate to your project.

Relevant Criteria	Your solution/ company	Competitor #1	Competitor #2	Competitor #...
Products & Services				
Business Model				
Target Market (size in €, identifying markets)				
Market Share (%)				
Competitive advantage				
...				

