

GENERAL INFORMATION

5. **Company or product name:** _____
6. **Idea Description:** *(Describe your primary/main product or service and what problem it solves)*
7. **Short term goals:** *(within next year)*
8. **Long term goals:** *(within 5 years)*

BUSINESS MODEL INFORMATION

9. **Value proposition:** *(please describe it briefly)*
10. **Customer:** *(describe your customer segment or specific market, INCLUDE DATA OF MARKET SIZE)*
11. **Describe how you developed your customer validation process, please include results, analytics data, and conclusions**
12. **Competition:** *(describe your Competitors and explain why)*
13. **Differentiation:** *(describe what makes your idea different and better)*
14. **Marketing:** *(describe your principal marketing strategy)*
15. **Income:** *(describe how your product or service will generate revenue)*

PROJECT STATUS

16. **Since when are you working on your Idea?**
17. **What is your motivation?**
18. **Describe the steps done previous to our PRE-SEEDING program.**
19. **Do you have a scheme, prototype, or other that describes your Idea? Include it.**
20. **Do you understand your Idea has the potential for Intellectual Property protection? Explain.**
21. **Please tell us what kind of resources you have invested in the proposed project.**

TEAM

22. Do you have a team in place for your Idea? Yes No

If yes, provide the name and position/role of each person (please use the suggested table). Please specify who the founders are, and who external resources are, as well as their dedication to the project. Startup.pr requires the applicant, founder, or team leader has a 100% availability to the program. The applicant, founder, or team leader MUST be a decision maker in the company and project.

Name	Position	% dedication to the project
	<i>Example: applicant or team leader or founder</i>	<i>100</i>
	<i>Example: programmer, professional services</i>	<i>20</i>

23. Do you have partners/shareholders in your business? Yes No ,

24. Has any your team member applied to other similar program? Yes No.

If yes, specify who, which program and application date _____

25. Please attach your and the team members' resumes to this application.

PROJECT PLAN

26. Please provide the project plan to be implemented in the three months of the startup.pr program, please use the following format:

Goal	Activities	Deliverable (measurable)	Person in charge)
Month 1			
Month 2			
Month 3			

27. What the final deliverables (measurable results) are once the program finishes.

BUDGET

28. Please describe how you plan to expend the funds provided by startup.pr. The categories are suggested you can add or delete those that fit your project. Summarize your budget in the following format and provides a brief description for each type in the budget description.

Description	Startup.pr (\$)	In kind contribution or other sources (\$)
Equipment		
Publications		
Professional services		
Fees		
Total Month 1	\$5,000	

BUDGET DESCRIPTION

29. Please provide details of each category described in the budget table. You must submit a monthly financial report with expenses evidence in each one. Project accountability could be audited.

READ THIS BEFORE TO ANSWER QUESTION 29.

Costs associated with development of the project may be included in the following categories:

- Professional Services: Includes fees of technical and/or professional personnel directly associated with project activities who are legally authorized to work in the United States of America. The activities include product development costs, market research and validation expenses, and visits to potential clients and / or providers.
- Capital Expenses: Refers to the purchase of durable goods (property, plant and equipment assets) necessary for the implementation and achievement of the expected results of the project approved by Program.

Proposed expenses must be consulted and approved by Program.

Expenses Not Eligible for Financing

With the funds provided by Startup.pr for the project, the following items are not eligible for financing:

- **Salaries or stipends for Founders and personnel that is not legally authorized to work in the United States of America**
- Investments in capital markets, such as buying shares, time deposits in domestic or foreign currency, mutual funds, debts (principal plus interest) or dividends.
- Taxes recoverable by the beneficiary, taking into account its legal status and applicable tax rules.
- Acquisition of properties not related to the execution of the Project.
- Airfare for persons not directly involved in the Project.
- Alcohol purchases
- Leisure activity expenses.
- Any other expenses not directly related to the Project.

TERMS & CONDITIONS

1. Startup.pr requires the applicant, founder or team leader is 100% available to the program in Puerto Rico.
2. The coaching and consultancy sessions are not delegable for the applicant, founder or team leader.
3. The program workshops are compulsory and requires the attendance of at least one of the founders or team members.
4. The approval of programmatic and financial reports is required to receive the funding.
5. The PRE SEEDING Program requires exclusive participation. Selected startups CANNOT participate in similar programs simultaneously.
6. Other Terms and conditions apply.

SUBMISSION PROCESS

All applications must be submitted online. The submission link is : <https://bit.ly/PRE-SEEDINGSTARTUPPR> or visit startup.pr and find it in the program description. To apply, fill out the application form and upload the detailed proposal in PDF format (no other file formats will be accepted). The submission deadline is **July 30 of 2021 before 11:45pm.**

ADDITIONAL APPLICATION INFORMATION

Pre-Selection Process

The startup.pr team will review all applications. Applications that meet all requirements and conditions will be preselected for the startup.pr PRE-SEEDING program. Preselected applicants will receive notification by email on August 9, 2021. The evaluation process will begin with a Zoom Video call interview on August 11, 12 and 13, 2021. The candidates have to attend a workshop on August 16, 2021; attendance is compulsory to receive an official invitation to present a mandatory 10-minute pitch to the Startup.pr Evaluation committee on August 24, 2021.

Mandatory 10- minute Pitch Presentation

All preselected applicants will present a 10 minutes pitch to the Startup.pr evaluation committee on August 24, 2021, at the time specified in the official invitation sent by email. Schedules changes will NOT apply. Applicants who fail to show up on time will NOT be accepted into the Program

Presentations must be prepared in power point (or compatible software) and clearly structured to contain the following:

Business/ Product name	Results of validation process / (if applicable)	Plan for the next year	Expected use of funds
Problem	Market Size/ who is your client	Deliverables at the end of the program	Project status
Solution	Value proposition	Team roles and credentials	

Selection process

The startup.pr Evaluation Committee will score each project based on the established guidelines. Top ranked projects will be selected for the PRE-SEEDING Program. Applicants will be notified about the **final decision and further instructions by email no later than August 25, 2021. The program starts on September 27, 2021.**

ABOUT PRE SEEDING PROGRAM

What is the Pre-Seeding Program?

The Pre-Seeding Program invests in innovative startups. It is a 12-week program aimed at helping local innovators in the idea phase, providing them with funds, resources, and business training to develop their idea and design their prototypes.

The program

What does the program offer?

- Among other benefits, the program offers:
- Seed funds of up to \$5,000.
- Training sessions on entrepreneurship
- Specialized prototyping consulting. according to the needs of the project.
- Weekly advice and coaching.
- The possibility of being considered for future Acceleration Programs.

What are the requirements?

- The program assists entrepreneurs in the idea phase who have undergone a process of validation or business education, whether from universities, programs, startup weekends, among others.
- It must have a non-functional concept, mockup, or prototype.
- You must be available to participate in all workshops, consultancies, and other required activities.
- It must be a technology-based project.
- Must not have received funds in any other similar program.
- You must have an official representative in Puerto Rico.
- The budget should be directed only to consulting, product development, validation, or any other matter destined for the project's development; founders' salaries or stipends are not allowed.

The selected participants should:

- Attend coaching and consulting sessions, workshops, and other required activities.

- Participate exclusively in the Startup. Pr Pre-Seeding Program. Participation in similar programs is not allowed while participating in our Program.
- Other terms and conditions apply

What are the eligibility criteria?

- Being in the idea phase and at a very early stage of development (we do not fund research teams or advanced ventures).
- Complete and submit the application form to the Program along with any requested materials before the announced deadline

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I certify all the provided information is true and understand the terms and conditions of the startup.pr program.

Sign: _____

Company position: _____

Name: _____

Date: _____

EVALUATION CRITERIA

Topic	Score	Criteria
Product or service	25%	<p>The business opportunity is unique and innovative</p> <p>The business opportunity solves a real need</p> <p>The product or service is feasible</p> <p>The product or service is validated or able to be validated during the program</p> <p>The team has a clear plan to continue growing beyond startup.pr pre-acceleration program.</p>
Business Model Information	25%	<p>The team has a strong and clear value proposition</p> <p>The startup has a large potential market for its business idea</p> <p>The team shows a clear validation process</p> <p>The team has a realistic plan on who the first client is or will be.</p> <p>The competitors are clearly identified.</p> <p>The product or service has a competitive advantage.</p> <p>The revenue source is clear and feasible</p> <p>The project shows commercial operations in Puerto Rico in a short and mid- term.</p>
Team	10%	<p>The team is coherent and demonstrates complementary skills and dedication to each other and the project.</p> <p>This is the right team for this project</p> <p>The team lead and members have the proper skills to develop the project as proposed.</p> <p>The team demonstrate a willingness to be and continuing being full time in and after the startup.pr acceleration program.</p> <p>The team is coachable</p>
Project Status	15%	<p>The team has demonstrated efforts and invested resources in the proposed project.</p> <p>The team/Founder has scheme, prototype, or other that describes his/her Idea</p>
Project Management	15%	<p>The proposed deliverables are achievable, measurable and auditable.</p> <p>The proposed schedule is feasible</p> <p>The proposed activities are appropriate to achieve the deliverables</p>
Budget	10%	<p>The budget is balanced and following the project plan.</p> <p>The budget description is clear and coherent with the project plan.</p>