



ACCELERATOR APPLICATION 2017

BUSINESS NAME:

CONTACT INFORMATION: If you do not have a team, just fill out the lead entrepreneur position

Lead Entrepreneur Name	
Street Address	
City, State, ZIP Code	
Mobile Phone	
Company Website	
E-Mail Address	
Team Member #2 Name	
E-Mail Address	
Team Member #3 Name	
E-Mail Address	
Team Member #4 Name	
E-Mail Address	

Candidate's applying to the Zeal Accelerator program should be open and receptive to mentoring, and ready to actively engage and follow milestones set by the program. The Zeal Accelerator prepares early-stage companies to scale rapidly and seek equity with the goal of achieving two-years of strategic growth in 12-weeks. This intensive program includes a one-day kickoff event and 6 semi-weekly full day sessions – morning training and education/afternoon work sessions. Successful completion culminates in a pitch to accredited regional investors.

BUSINESS QUESTIONS

1. Please indicate the stage you are at with your company.
2. What is the legal structure of your company?
3. What is your elevator pitch? We are in an elevator for two minutes, give us an impactful summary of your business?
4. How are you solving a problem, how is it different than what is already in existence?
5. Do you have intellectual property, trade secrets, unique processes, etc.?
6. What does the market opportunity look like (Do you have secondary, and or/primary research data)?
7. What is your business model (Who do you sell to, and how)?
8. Do you have customers, and if so, how many?
9. What is the benefit to that customer, and how you will deliver that benefit to the customer?
10. How many employees do you have (including the founders)? Please specify the number of full-time equivalents.
What is your teams' expertise in this industry and what challenges are you facing?
11. What are the top three challenges you are facing in launching or growing your business?
12. What was your revenue for the last fiscal year? Please enter a whole dollar amount.
What was your revenue for the last 90 days? Please enter a whole dollar amount.
13. Does your company currently have funding?
If yes, what types of funding do you have? (Bootstrapping, Government Funding, Angel Funding, Venture Capital, Other)

Please submit the completed application in a single file, along with any current presentations, business plan, or other company materials to **wendy@realzeal.com**. Up to 8 candidates will be selected for second round interview process.

Applicants will be evaluated on:

- Entrepreneurial team/capacity

- Coachability
- Product/service development
- Market potential/demand
- Business model
- Scalability
- Development stage

SELECTION COMMITTEE: Zeal Team member
 Zeal Board member
 Zeal Program Partners
 Equity Partner Representative
 Accelerator EIR's

WHEN: Applications open May 3, 2017
 Applications close June 2, 2017
 Applicant interviews Week of June 12, 2017
 Participants announced Week of June 19, 2017

PROGRAM DATES

Accelerator launch June 29
 Session dates July 13, 27
 August 10, 24
 September 7

Graduation/Investor Pitch September 21

(Attendance is mandatory at all sessions for eligibility of funding)

