



Answer all questions to the best of your knowledge. You can update your responses until March 13, 2017 at 5 p.m. EST by emailing updates to 76west@ststartup.com. (*Indicates a mandatory question)

APPLICANT INFORMATION

*First Name *Last Name *Email Address

*Name of Company Website *Phone (Include area code)

*Mailing Address *City *State or Province *ZIP or Postal Code *Country

*Physical Address *City *State or Province *ZIP or Postal Code *Country

Company Logo – Email an EPS, TIF, or JPEG to 76West@ststartup.com

*Select the energy sector that most applies.

Select a second energy sector that applies (optional).

*Check the stage of business development that best describes your company.

- Start:** Assessing the potential of the idea and deciding what problem the idea is solving, how it will be solved, and who the market is.
- Demonstrate:** Proof-of-concept phase showing product, service, or novel business model works as intended.
- Lift-off:** Company is established with a management team and operational plan in place. Product/service is ready to launch in the market and selling begins.
- Grow:** Successfully delivering products/services that generate revenue.

Is your research or IP connected with a university? Yes No

If yes, please provide the name of the university and the nature of your involvement.

Have you ever been part of a university’s entrepreneurship program? Yes No

If yes, please name the university and program.

Is your company a past or present member of an accelerator? Yes No

If yes, please name the accelerator and dates of your participation.

Is your company a past or present member of an incubator? Yes No

If yes, please name the incubator, its location, and dates of your participation.

If your company is located outside of the United States, please provide the addresses for all executive team members (Street, City, Province/State, Postal Code, Country).

Team Member Name	Address	City	State or Province	Postal Code	Country
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Team Member Name	Address	City	State or Province	Postal Code	Country
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For companies located outside of New York State, are you willing to have a “substantial presence” within New York State’s Southern Tier if you are a finalist? (nysesda.ny.gov/All-Programs/Programs/76west/Competition-Details)

Yes No

What year was your company established as a legal entity? _____

In what state is your company or entity established? (Leave blank if international) _____

Check the business structure that applies. C Corporation S Corporation Limited Liability Company (LLC)
 Partnership or Sole Proprietorship Nonprofit Entity Other (please list) _____

How did you heard about 76West?

- Referral (please share their name and organization—this helps us to thank our supporters and informs our marketing efforts.) _____
- Newsletter (please name organization) _____
- Press Release, News Article
- Social Media
- Conference or Event (please name) _____
- Other (please describe) _____

Along with your completed application, please send team bios for core staff and founders. Bios should include relevant past experience, current role, and contact information.

BUSINESS INFORMATION

1. In 2 to 3 sentences, briefly describe your business.

2. What is the clean energy impact of your product or service? How much energy does it save or displace, and how? How do you reduce CO₂ or greenhouse gases? By how much? (Having a positive effect on renewable energy, energy efficiency, or reducing CO₂ is a core criterion for 76West.)

3. What customer needs are you working to address? How are these needs currently being addressed, and by whom?

4. How are you addressing these customer needs in a way that differentiates you from your competition? How do you do this better than other alternatives? How much are customers willing to pay you to address these needs?

5. Who are your customers and how do you plan on reaching them?

6. Tell us about your market. Describe its size. Is the market size expected to change in the near future? Have you validated your market with customer research? Please describe your methods and their results.

7. How does your business plan to make money? In words, summarize your revenue model and cost structure. Do either of these give you a competitive advantage? (You can include financial charts with your pitch deck.)

8. Describe your core technology or business innovation. Help us understand your competitive advantage (i.e., What is your secret sauce?).

9. What is the state of development of your core technology or business innovation? Under what conditions has it been successfully tested or demonstrated? What were the results? What further testing or demonstration do customers require before they will buy it?

10. What are your initial projections on how your business development will positively affect the Southern Tier region of New York State? (To be successful in 76West, you need to create a business plan that has an economic impact on the Southern Tier. We will help you develop this plan if you advance to the semifinals.)

11. Specifically pertaining to job creation, estimate a number or range of jobs that your company intends to create, both directly and indirectly, in the Southern Tier. Explain your assumptions. This estimate can be a range with a base level at the low end and a high end if all your objectives are achieved. (If you advance to the semifinals, you will be part of a mentoring program and regional visit to align job creation with your business goals.)

12. In addition to the bios you have included, please highlight what makes your team qualified and special.

13. If you have financial projections, please include current year actuals and a 3-year forecast. You can attach charts to the application.

14. If you do not have a pro forma forecast, please describe (in words) your 3-year outlook for: a) your total revenue and number of units sold, b) cost of goods sold, c) gross profit, d) expenses, e) EBITDA, and f) net change in cash.

15. Has your company raised any funding to date? Yes No *(You do not need to have raised funds to be eligible for 76West.)*

If yes, please name the source of funding, type of funding, date of funding, and amount (e.g., NYSEDA, SBIR, NSF, DOE, VC, private equity, friends and family, founder investments, grants, or loans).

16. List any intellectual property your company may have (e.g., patents, trademarks, copyrights). If you license a technology, please list what and with whom you are sharing rights with. If you have a patent, please list the status (in process, pending, issued), the type, the number, and what it covers.

17. If you have a patent, please include the abstract with your application.

18. If you have a video demonstrating your product or service, please include a URL.

- Video should be no longer than 2 minutes.
- Keep file names under 30 characters.
- Do not include special characters in file names.

19. Please include your current pitch deck with your completed application.

Pitch Deck (5 to 15 slides)

Examples of Slide Headings and Content

Introduction – (1 slide)

- Define your business and value proposition

Team – (1 slide)

- Identify a core group of talent that can execute on the next set of milestones
- Identify the management team, board of advisors/directors, and key future hires

Opportunity – (2 to 3 slides)

- Establish the need for your company's solution and the size of the market
- Who has the problem
- How many have the problem
- How is it solved now

Solution – (2 to 4 slides)

- Demonstrate how you will solve the problem
- What makes your solution different and better
- Explain your IP/technology

Competition – (1 to 2 slides)

- Identify your competitors and validate your differentiator
- Where do you fit in to this market
- How does this market grow or change over time

Business Model – (2 to 4 slides)

- How will you make money
- How will you accomplish this
- What have you accomplished to date
- Make forecasts on your business model

I have read and agree to the Terms and Conditions and Relocation Requirements (refer to nyscrda.ny.gov/All-Programs/Programs/76west/Competition-Details).

Signature

Date