

Pilot-2-Profit Application Overview



Founder Profile

At least one founding member must be a founder of color. We'll be capturing the following information for each person

- Name, Email, Title
- Social: LinkedIn and/or Instagram
- Professional Headshot: *PNG files preferred*

Why did you start this business



Company Profile

We'll need some general information about your company.

Company Name

Company Socials: *Only include the socials you would like us to share in our promotions*

Company Address

From which state does your company operate

Upload your company logo: *PNG files preferred*

Describe your company in 5 words

Describe your company in 5 sentences or less



Business Model

What is the legal structure of your company?

- Sole proprietorship, Partnership (LLC), Corporation, Non-profit, Other

What type of company are you?

- Hardware, Software, Tech-Enabled, Other

What stage of development is your company in?

- Ideation: *Just an idea. No MVP*
- Validation: *Fleshing out the idea. Customer discovery. MVP built.*
- Launch: *Company is live and provides products or services. Could be pre- or post- revenue*
- Growth: *Post-revenue. Hiring employees. Developing or has a strong pipeline*
- Scale: *\$1M+ annual revenue. Strong management team. Founder out of day to day operations and actively focused on month over month growth.*

What problem are you solving?

What's your solution?

Who is your target customer?

What's your competitive advantage?

What are some key metrics or indicators of progress to date?

How many people are with you at your company? *Include employees and contractors*

Is your venture pre-revenue?

- Yes, No

If not, what was its 2024 revenue?

How will (or does) your venture make money?

How large is your sales pipeline (in customers, dollars)

What would you do with \$500K? How would it reposition your business?

What do you hope to gain by participating in this program?

If you have a pitch deck ready to share, please attach it here: *Please note, this is not required to apply*



Contact Information

For any questions on this application, reach out to:

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