

GMC coLABS Proposal Template

Investment Amount	Max. USD \$250,000	Location of Operations	City and Country(ies)
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Comment [SV1]: Don't automatically ask for the full amount. Be realistic about how much capital you need now, and how much you will be able to repay (with a return) within 5 years (our revenue-share terms are 5 years). Run some growth projection numbers; could your venture grow to somewhere in that realm? Or would it be pertinent to adjust the ask amount to a lower figure to lessen the pressure on such high growth projections within the first few years?

Name of Company _____
 Name of Lead Point of Contact _____
 Email of Lead Point of Contact _____
 Company Website _____

Briefly answer the below questions. (Bullet points are encouraged; 5 pages max.)

1. What is your innovative, investable idea that is positively impacting and improving the lives of women?

Provide an overview of your company. Be sure to share how you are intentional about serving women. Emphasize how your company leverages women, and their critical role in the community, as a core part of your business model. Our intention is that when a company grows, the impact on women proportionally grows; without women, your company fails. We are not looking for 'counting women' or retrofitting a focus on women.

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2. What problem are you solving for the community/your customer?

Explain how your company and the social issue you are tackling have a direct/indirect impact on women and girls.

3. How does your product/service solve the problem? How does it work? Be specific.

Clearly articulate this. Attach a graphic, chart, or picture if necessary, to help us visualize what you do.

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4. Who is your target customer? What is their quality of life if your service/product doesn't exist?

Help us visualize your target market(s). What demographic information can you share about them? [How is life for them without your product or service?](#)

5. What is your revenue model? How do you make money? (Clearly articulate your revenue source(s), the value you offer your *paying* customers, the price they pay, and why they will buy from you.)

Our investment thesis is built around knowing your paying customer, not just your "target market." Tell us how you make money and who is paying you. Show us the value that those paying customers are getting by choosing you. Are you saving them money, increasing their income, offering them something that no one else is, etc.? Also, tell us the price that customers pay and how that compares to what they are already paying elsewhere or alternative options.

6. What specific benefits will women/girls derive from your product/service? (How is impacting women/girls core to your business model?)

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Draw the link between what you do/make and how it directly/indirectly serves women or girls. Clearly articulate the ways in which it is creating a better and sustainable future for women and girls.

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- 7. Video: The Person Behind the Idea**—Briefly tell us what motivated you to start this company and what qualifies you lead it. (If you have multiple people on your team, please include their names and roles.)

Please record a 1-2 minute video sharing about yourself, why you care about this issue, and how you developed this business idea. Upload to YouTube or another video sharing platform, and provide the link for us to watch it here. If you have multiple people on your team, please include hyperlinks to LinkedIn profiles or other online bios to save space.

- 8. What is your progress to date?** (Must include the following: what have you tested/piloted about your model? What lessons have you learned and how have you pivoted/refined anything in your model based upon these pilots? Share relevant indicators such as number of paying customers, number of customers onboarded every quarter, average monthly revenue, total revenue to date, number of app downloads, number of partners, percentage of current stakeholders who are women etc., for us to obtain a better understanding of your model. What awards or grants have you received?)

Deleted: What have you already tested in your model, even if early stage? We want to see creative teams that can boot strap, pilot and pivot quickly. -

- 9. Have you obtained any funding to date?** (Complete the below table and insert your cap table)

If you've received funding, provide details (investment/grant amount and funder and include the cap table any other relevant information).

Sr. No	Name of the organization/ foundation/ investor	Type of funding/ capital	Amount	Terms

Cap Table-

- 10. Who is your competition, and why are you better?** (Also consider similar models in different markets/locations.)

Do similar models exist? What have you learned from their successes/failures? How are you different from other players in your industry? What makes you stand out?

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- 11. What is the potential market size for your product/service?** (Consider scalability)

We are interested in companies that can scale rapidly. Reaching scale could mean a number of scenarios: expanding to new regions and markets; replicating in new markets; deeper penetration in your current market (more services/products); etc. Help us understand HOW your model will create significant impact by scaling over the next 2-5 years (i.e. through international sales, franchising, etc.).

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12. What are your top barriers to market entry/gaining traction, and how will you overcome them?

What barriers do you anticipate will be most challenging in your first year of collaborating with us if we invest? **Have you identified ways to address/ navigate these barriers?** It is ok to be optimistic, but we want entrepreneurs who are realistic, transparent, and anticipate the challenges ahead.

13. What are your 2-3 most needed areas for strategic support? (Consider barriers, challenges, current gaps in expertise and networks; what do you need to help you grow and be successful?)

Think ahead to what could cause your company to fail to in Year 2 or Year 4; we call this a pre-mortem assessment. What resources or expertise do you currently lack that could help with growth and blind spots?

14. What are your marketing, distribution, and retention strategies? What is your customer engagement strategy?

How do you find your paying customers? How do you **retain them**? Do you have a tight and consistent feedback loop to continually receive information from your paying customers and other key stakeholders? **What steps do you take to address the feedback and win customer loyalty?**

Deleted: What platforms do you use for outreach?

15. In what ways will performance metrics be measured on a monthly basis? How will you know if you're successful or when to pivot?

What key performance indicators (KPIs) do you collect regularly to track financial and social impact performance? Choose the most pertinent 5-7 KPIs that inform your company's progress, growth, impact, and needed pivots.

16. What is the timeline for the next 1-2 years? (Indicate by month and milestones you plan to achieve; help us visualize your progress and growth over the coming 1-2 years. Feel free to use the table below.)

Month(s)	Milestones

Comment [SV2]: Set our expectations and help us visualize the coming year working with you. What is a realistic trajectory of growth, operational activities, performance/traction milestones, etc.

17. How will the funds be used? (Indicate no more than 5 buckets, please.)

Bucket/Expense	Estimated Budget (USD)
1.	
2.	
3.	
4.	

Comment [SV3]: What will you use the coLABS investment capital for? We are not interested in funding the following: considerable product R&D costs; brick-and-mortar structures (new buildings, large physical infrastructure costs); biomedical or clinical trials. We are interested in funding your commercial launch and testing, go-to-market strategy refinement, growth and scaling, and/or testing of new product/service offerings.

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18. What are your projected financial milestones? (Help set our expectations for your venture’s growth, break-even point, and revenue. These should match and be supported by the financial documentation you also submit. All the financial information submitted must be in USD and supporting documents must be shared as excel files.)

	2019	2020 To-Date / Projected	2021	2022	2023	2024	2025
Revenue							
Expenses							
Net Income							

19. What is your exit plan? (What is the likely exit, when do you see the exit happening?)
[What exit options do you see for your business? What’s the “end game”?](#)

20. How did you hear about coLABS? Did someone or an organization refer you to apply?

21. What haven’t we asked?

Is there any other information, visuals, link to a video, etc. that would be important for us to know to consider your company?

Comment [SV4]: If you have other sources of regular income (grants, etc.), you may create another line. We are most interested in seeing how your revenue model can grow and scale, as our investment terms are linked to your earned revenue (not grants, awards, etc.). And be realistic with numbers. We are not just looking for the highest numbers; we are looking to see if entrepreneurs are realistic about their growth and challenges to scale.

Deleted: What does your exit look like? What does your ideal team look like at the time of exit?

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