

“Angel Ready” – GXF Application Outline

The application process for GXF is simple.

Please prepare a powerpoint presentation by following the outline below and email it to michael@georgianangelnet.ca

Each numbered item should be a single page of a powerpoint presentation, addressing the issue and how the company will achieve angel ready status.

Please refer to the “Angel Ready Criteria Assessment” document (aka – the 15 point checklist).

Market – Product Fit

1. Description of customer value proposition and MVP;
 - a. Problem being solved and your solution
2. Addressable market clearly articulated.
 - a. Market research that has or will be completed;
3. Complete competitive analysis.
4. Clearly defined business model.
5. Plan to prepare an effective marketing plan with full cost to acquire a customer and the lifetime value of customer, including a fully developed brand and a fully functional website that conveys the brand promise.
6. Pathway to actual sales with target customers and use of funds over next three rounds of financing that supports this growth plan.

Data Room / Governance / Legal

7. Description of data room with complete documentation all uploaded to GUST.
8. Intellectual Property secured – trademarks, provisional patents filed.
9. Governance and corporate legal plan.
10. RIC or innovation centre registration and mentors that you are a member of – preference for HBEC, VentureLAB or Innovation Guelph.

Financial Plan

11. Plan to secure government funding – targets identified and applications process pending.
 - a. OCE Smart Start Application complete and approved by OCE.
12. Burn rate analysis.
13. forward-looking fund-raising plan. Describe next angel round of financing in detail.
14. Cap table and realistic valuation expectations over next three rounds of financing based on growth plan.
15. Growth plan to achieve 40x current valuation (ie. \$600,000 current valuation to \$24M valuation)