

Complete the required information about the profile of your business to evaluate eligibility for the **StartUp Popular** Financing Program. Once completed, send the form and other required documents by email to [startup@popular.com](mailto:startup@popular.com) before April 30, 2018.

**I. GENERAL INFORMATION ABOUT YOUR STARTUP**

Business Name

Business Address

Date Operations Started

Legal Structure (DBA, LLC, Corp., etc.)

General Description of Business

**II. MANAGEMENT TEAM**

1. Name all owners or members of the management team. Please include: (a) corporate titles of each one and (b) percentage of participation of each one (if any).

Name	Title	% of Participation
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

2. Attach the curriculum vitae (resume) of your business team members when you submit the application.
3. How many employees do you have and what are their key roles?

### III. PRODUCT / SERVICE

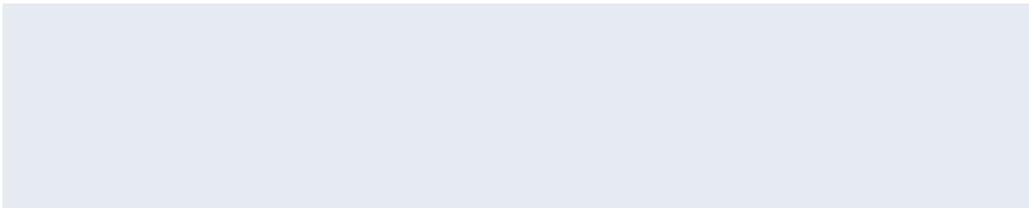
1. What product(s) or service(s) does your business offer?



2. Describe your value proposition, how does your offering differ from the competition?

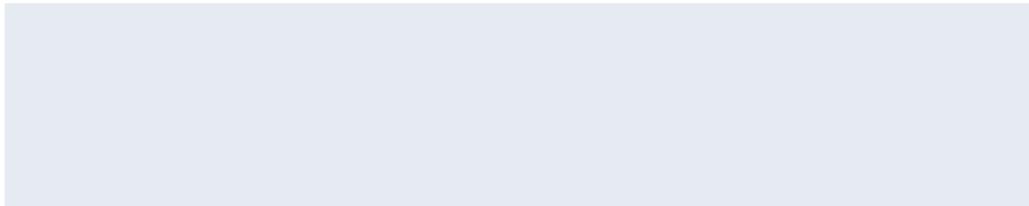


3. What channels do you use to offer your product/service? (e.g. business location, webpage, trade shows, etc.)

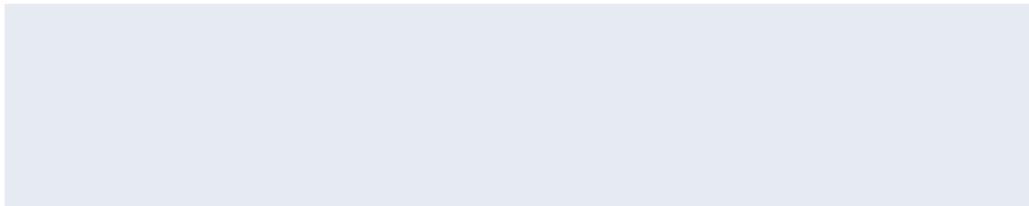


### IV. MARKET

1. Describe the general market(s) for your product/service and their size.



2. Who competes directly with your business?



3. Describe your customer/consumer.



4. What is your strategy to attract more customers? (marketing efforts)

5. What principal regulations/laws affect your business or industry?

## V. FINANCES

1. Please answer the following questions about your business location:

Do you have a physical location?  YES  NO

If you have one, do you rent it?  YES  NO

If you own it, do you have any related debt?  YES  NO

If you rent, what are the terms of the rental contract?

If you own it, how much do you owe and what is the monthly payment of the loan?

2. What is the amount of capital you will request from **StartUp Popular**? Explain the use you will give to the funds. Please be specific.

3. How will the requested funds benefit your business?

4. How much have you invested in your business? (Specify how much was in cash and how much in time or resources used for the benefit of the business: e.g. your own, or a family member's or friend's).

## VI. ADDITIONAL INFORMATION

1. What threats can you identify that could affect your business and how would you mitigate them?

2. Why should we select you for the **StartUp Popular** Program?

## VII. REQUIRED DOCUMENTS

Remember to include the following documents with this form:

- Balance sheet
- Income statement (last year of operation and/or most recent period)
- Financial projections with detailed assumptions
- Evidence of course, workshop or degree in Business Administration of one of your business team members
- Curriculum vitae of your business team members

If you require guidance creating a Balance sheet, Income Statement, or financial projections, you can access a template at [startup.popular.com](http://startup.popular.com).

## VIII. OTHERS

How did you find out about StartUp Popular? Please choose all that apply:

- Radio (Podcast, radio ad, radio show)
- Digital/Social Networks (Google, Facebook, Twitter, etc)
- Press Release
- Promo Materials (signs, flyers, etc)
- Events
- ATM Machine screen
- Popular employee(s)
- Friends or family