



STARTUP CHALLENGE

— 2016 —

MAIN STREET DIVISION APPLICATION QUESTIONS

1. Provide a brief description of your company. What products or services will your business provide?
2. Who is your ideal customer?
3. What is the customer problem you are solving? How important is it to your customers?
4. What is your solution (product/service) and how does it address the problem?
5. What differentiates your products or services you will provide from others in the market?
6. Where will your business be located?
7. How will your business make money?
8. Who will your competitors be, and how will you compete successfully with them?
9. What have you accomplished so far in the development of your company?
10. What are your key milestones for starting your business, with dates?
11. How much money will you need to start your business?
12. How will these funds be used?
13. Do you have any funds to contribute to this project, and what type and how much financing are you seeking?
14. What are the monthly sales revenues for your company? (Current, 6 months, and 12 months)?
15. What is your expected break-even date? (month and year)