

A man and a woman are sitting at a wooden table, looking at a tablet together. The man is wearing a dark denim jacket and a beanie, and the woman is wearing a white top. They appear to be in a collaborative work environment. The image has a warm, golden light overlay.

# Call for Entrepreneurship

Application  
Form Information

For the purpose of assisting in the filling of the online application form, the required information has been summarized in this document, so that it can be prepared in advance.

## 1. General Information

- 1.1 Company Name / Name of the Project (Max. 85 characters)
- 1.2 E-mail address
- 1.3 Telephone or mobile phone number
- 1.4 Physical address (Max. 85 characters)
- 1.5 Postal Code
- 1.6 City
- 1.7 Country
- 1.8 Type of Application (Choose the correct option):

**DIRECT**

OR

**Through the IGNITION PARTNERS NETWORK**

- 1.8.1 If through the Ignition Partners Network, name of the Partner: (Choose the correct option)
- 1.8.2 Who is your contact person at Ignition Partners Network and was involved in the preparation of this application? (Max. 85 characters)
- 1.9 Project or Company Website (if applicable)
- 1.10 What is the online demo's URL (if applicable)?
- 1.11 Project's Industry Sector (Choose the correct option according to your project sector):

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TECH (Cloud & IT, Enterprise and SaaS, Mobile, Software, E-marketplaces)

OR

LIFE SCIENCES (Therapeutics, Med Tech, Diagnostics)

OR

TOURISM (Tourist Activities, Travel & Leisure Tech)

1.12 Project Summary (Max. 2,000 characters)

## 2. Team

2.1 Number of members on the Founder's team

2.2 Identify each individual member

- Name of each individual member
- Have any of the Founders previously submitted any application to Portugal Ventures? Who?
- What was the name of the project submitted? (Max. 85 characters)

2.3 Are the Founders party to any non-compete or intellectual property rights agreement which could interfere with the project? Are the Founders going to work exclusively on the project? (Max. 500 characters)

2.4 In what way do the competencies of the promoting team meet the needs associated with the project's development? (Max. 1,000 characters)

2.5 Identification of possible project management / development needs which the Founders' or promoting team may be unable to meet. (Max. 1,000 characters)

## 3. Problem & Solution

3.1 What problem / opportunity does the project intend to address / minimise (market opportunity)? (Max. 2,500 characters)

3.2 In what way will the new product / solution address / minimise the problem? (Max. 1,500 characters)

- 3.3 What is the project's value proposition? What will make customers want to pay for it? (Max. 1,500 characters)
- 3.4 In what way is said problem currently being solved / minimised with products / solutions already available on the market? (Max. 1,500 characters)
- 3.5 In what way is the new product / solution innovative compared to others already on the market? What are its advantages / benefits compared to competing products / solutions? (Max. 1,500 characters)

## 4. Technology

- 4.1 Description of the technology (what is it? how is it developed?) (Max. 1,000 characters)
- 4.2 How will the technology enable you to achieve the desired solution? (Max. 1,000 characters)
- 4.3 What are in your opinion the main limitations to the project scalability? (Max. 500 characters)
- 4.4 Intellectual Property Rights (Patent (submitted / granted / in which countries); Trade secret) (Max. 750 characters)  
Was the R&D carried out exclusively by the Founders? If not, are there any limitations to its use in the project? Is there a technology licence agreement? What are its terms and conditions? (Max. 500 characters)
- 4.5 Are there any alternative applications for the technology? (Max. 750 characters)
- 4.6 At which stage is the project's development?
- 4.7 How long have you been working on it? (Max. 1,500 characters)
- 4.8 Product Roadmap:
  - 4.8.1 Is there a prototype?
  - 4.8.2 Is it able to generate revenue?
  - 4.8.3 What are the next steps?
  - 4.8.4 When / how long will it take to produce a final version? (Max. 1,500 characters)

## 5. Business Model & Go To Market Strategy

- 5.1 How will the project's revenue be generated (recurring or not)? If you have a web or mobile project please also estimate average annual revenue per user. (Max. 1,500 characters)

- 5.2 How have you validated the project's business model / value proposition, namely, what contacts with potential customers / industry experts have been established? (Max. 1,500 characters)
- 5.3 Who are the project's potential customers? (Max. 1,500 characters)
- 5.4 If you have a web or mobile project: please state the project's traction metrics, namely number of unique visitors, registered users, paying users/subscribers, the number of transactions, the average transaction value as well as their time evolution.
- 5.5 If not a web or mobile project: please elaborate on how you validated your business model. What contacts with potential customers were established? Have sales already been made?" (Max. 750 characters)

## 6. Market

- 6.1 How would you characterise the project's Serviceable Available Market? (Max. 750 characters)
- 6.2 How is the project's Serviceable Available Market quantified:
  - 6.2.1 Total turnover generated by the market sector (in euros)
  - 6.2.2 Total number of clients / customers
  - 6.2.3 How did you estimate/calculate the amounts indicated in question 6.4.1 and 6.4.2? (Max. 750 characters)
- 6.3 What share of the target segment (SOM – Share of the Market) do you believe you will obtain in the first 2 years? How did you calculate these amounts?
- 6.4 How fast do you expect the target market to grow in the coming years?

## 7. Competition

- 7.1 Who are your current competitors? Who could become a competitor in the future? Is it likely that the major market players will offer a competing product / solution? Which competitors present a high-risk to the project? (Max. 2,500 characters)
- 7.2 Why are they your competitors? Please, compare your solution with that of your competitors. (Max. 2,500 characters)
- 7.3 In what way is the project difficult to replicate by other players? (Max. 1,500 characters)

## 8. Risks

- 8.1 What are the project's main threats/risks (what could go wrong)? (Max. 2,000 characters)
- 8.2 What are the project's critical success factors, at this stage or in the future? (Max. 1,500 characters)
- 8.3 In what way could failure to meet those conditions affect the project's development? (Max. 1,000 characters)
- 8.4 How can those risks be mitigated? (Max. 1,000 characters)

## 9. Milestones / Funding Needs

- 9.1 What are the project's total funding needs for this round of financing? (in euros)
- 9.2 How much are you asking Portugal Ventures to invest in this project? (in euros)
- 9.3 How much are the Founders willing to invest in the project? (in euros)
- 9.4 How much are other investors willing to invest in the project? (in euros)
- 9.5 (When applicable) Who are these other investors? (Max. 500 characters)

**Note:** Please make sure that the amount stated in question 9.1 is equal to the sum of the amounts stated in questions 9.2, 9.3 and 9.4

- 9.6 How will the project's funds mainly be allocated during this round of financing? (Max. 1,500 characters)
- 9.7 What are the estimated funding needs for the next round of financing? (in euros)

## 10. Exit

- 10.1 Who would most likely acquire the company, in the future? (Max. 600 characters)
- 10.2 When do you expect to sell the company? (Max. 500 characters)

## 11. Other Information

- 11.1 (When applicable) Other information which the Founders consider relevant to the submission of their application to the Call For Entrepreneurship. (for example, information about advisors and the Board) (Max. 1,500 characters)
- 11.2 Has the company already been established? (“Yes” or “No”)
- 11.2.1 Date the company was established
- 11.2.2 Who are the current Shareholders and respective % of share capital held (Max. 600 characters)
- 11.3 Has the company got a stock option plan in place? If so, please provide details. (Max. 750 characters)
- 11.4 Amount of funds already raised and respective source of all funds which the project has received. These funds include investments made in the form of share capital as well as other funds, such as competition awards, subsidies, loans from friends, family, banks or any others which did not result in holdings in the company’s share capital (Max. 1,500 characters)
- 11.5 (When applicable) The projects which are in the process of raising funds in the form of share capital, loans or other, must indicate the source, amount and manner in which these funds will be allocated to the project, when submitting the application (Max. 600 characters)
- 11.6 (When applicable) If this project has already been submitted in a previous edition of the Call For Entrepreneurship, please sum up the main differences between the two applications as well as the main developments that the project has undergone since it was last submitted (Max. 2,000 characters)

## 12. Attachments

- 12.1 Please include a short résumé for each of the Founders (a maximum of 1 page per member of the promoting team and only attach one document)
- 12.2 When submitting an application related to already established companies, please include: (i) the company’s historical financial statements and (ii) any relevant shareholder information
- 12.3 Please include a YouTube link of a 5-minute Video Pitch (for detailed instructions on to how to upload an unlisted video to YouTube, as well as privacy concerns, please see our FAQ)
- 12.4 Please include a PowerPoint presentation to support your Video Pitch
- 12.5 Please include a detailed Budget (P&L) for the project’s estimated lifespan (Excel format)

12.6 Please include the project's roadmap, according to the template provided

12.7 Please include a competitive analysis of your solution with current and potential competitors, according to the template provided.

**Attachment – Template for a Project Roadmap**

**Attachment – Template for a Competitive Analysis**

**Attachment (only for Life Sciences projects) – Any scientific publications relevant to this project**





Example of a Milestones Table for Web Project:

Milestone (end of month)	Deliverables	Funding Needs*	P.Ventures Investment**	Founders Investment	Other Investors Investment***
<b>A month</b>	X.000 new users in country ABC Cost-per-acquisition: €X/user Average Revenue per user: €X X new affiliate programs Website in languages A, B, ... Activities and deliverables in PV Accelerator Identification and recruitment of an international board member	€ X k	€ X k	€ X k	€ X k
<b>B month</b>	X.000 new users in country ABC Cost-per-acquisition: €X/user Average Revenue per user: €X X new affiliate programs Mobile App e new website version X Acceleration (PV Accelerator) Deal with a key Partner Deliver a business plan to support a M&A and/or new round of financing and identify target (at least 6 months before conclusion of project)	€ X k	€ X k	€ X k	€ X k
<b>C month</b>	X.000 new users in country ABC Cost-per-acquisition: €X/user Average Revenue per user: €X X new affiliate programs X B2B integration deals New website version Y Acceleration (PV Accelerator) Term sheet negotiation for either a M&A or to secure another round of financing	€ X k	€ X k	€ X k	€ X k
	<b>TOTAL</b>	€ X k	€ X k	€ X k	€ X k

\* The Funding Needs include the total funding needs of the project for the 24 months following the signature of an Investment Agreement with Portugal Ventures which could take place up to 4 months after the project submission to the Call For Entrepreneurship. Not only the money needed to directly achieve the deliverables, but also all the other costs the company has to support (Ex.: administrative, accounting, auditing) to be in business;

Funding Needs must be equal to P. Ventures Investment+Founders Investment+Other Investors Investment;

\*\* Indicative cap amount of 500.000 euros;

\*\*\*If Applicable.

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Example of a Milestones Table for a Biotech Project:

<b>Milestone (end of month)</b>	<b>Deliverables</b>	<b>Funding Needs*</b>	<b>P.Ventures Investment **</b>	<b>Founders Investment</b>	<b>Other Investors Investment ***</b>
<b>A month</b>	In-vitro testing (validation of cells XYZ produced in bio-reactor) Activities and deliverables in PV Accelerator Identification and recruitment of an international board member	€ X k	€ X k	€ X k	€ X k
<b>B month</b>	In-vivo testing in non cancer cells -> n.º of mice = 200) Orphan Drug process successfully completed Acceleration (PV Accelerator)	€ X k	€ X k	€ X k	€ X k
<b>C month</b>	In-vivo testing in cancer cells -> n.º of mice = 480) Cells XYZ potential in conjunction with other therapeutics agents for treatment of ABC disease Acceleration (PV Accelerator) Deliver a business plan to support a M&A and/or new round of financing and identify target (at least 6 months before conclusion of project)	€ X k	€ X k	€ X k	€ X k
<b>D month</b>	Completion of pre-clinical trials Acceleration (PV Accelerator) Deal with a key Partner Term sheet negotiation for either a M&A or to secure another round of financing	€ X k	€ X k	€ X k	€ X k
	<b>TOTAL</b>	€ X k	€ X k	€ X k	€ X k

## B. Template for a Competitive Analysis

Below you'll find the suggested template to present a competitive analysis of your solution with current and potential competitors;

Please be advised that the rows and columns presented in the template should be adapted according to the specificities of your project, so that it takes into account the level of detail, clarity and objectivity adequate to your project.

Relevant Criteria	Your solution/ company	Competitor #1	Competitor #2	Competitor #...
Products & Services				
Business Model				
Target Market (size in €, identifying markets )				
Market Share (%)				
Competitive advantage				
...				