



**STARTUP
INDIA
ROCKS!**
BUILDING VALUE TO EXIT

Please, fill out this application and send it to scaaleportugal@scaalecapital.com to participate in the selection process to pitch in Portugal / Porto at 12th October 2016!
The more detailed your application the better your chances are of being selected.
A fee of 3.000€ + taxes would be applicable for shortlisted companies to pitch at the event.

COMPANY	
Company Name:	
CEO name:	
Contact details:	<ul style="list-style-type: none"> • Email: • Phone (and country code): • Skype ID: • Twitter: • LinkedIn:
Brief Company Description (Maximum 2 lines!):	
What problem do you solve?	
Industry: (Please, mark your industry with an "X")	<input type="checkbox"/> Mobile <input type="checkbox"/> Mobility <input type="checkbox"/> SAAS <input type="checkbox"/> Marketplaces <input type="checkbox"/> Social Media <input type="checkbox"/> High Tech <input type="checkbox"/> Real Estate <input type="checkbox"/> Consumer Products <input type="checkbox"/> Internet <input type="checkbox"/> Service providers <input type="checkbox"/> Telecommunications <input type="checkbox"/> Media <input type="checkbox"/> Energy <input type="checkbox"/> Healthcare <input type="checkbox"/> Medical Devices <input type="checkbox"/> Biotech <input type="checkbox"/> Legal <input type="checkbox"/> Big data <input type="checkbox"/> E-commerce <input type="checkbox"/> Others: (please, specify)
Date of incorporation:	
City and Country:	
Website Address:	
Stage of the company:	<input type="checkbox"/> Seed (I have a prototype, but I haven't gone into the market yet or I have gone but I don't have any traction yet) <input type="checkbox"/> Start Up (Company with some traction in the market, with or without revenues) <input type="checkbox"/> Growth (Company with traction, revenues and more mature stage)
Milestones to date (briefly explain your milestones to date. We have provide you with some examples to help you.	<input type="checkbox"/> Prototype (When: <input type="checkbox"/> Tech development (When: <input type="checkbox"/> Beta testing (When: <input type="checkbox"/> Team in place (When: <input type="checkbox"/> Launch (When: <input type="checkbox"/> First Traction (When: <input type="checkbox"/> First Client (When: <input type="checkbox"/> Creating client base (When: <input type="checkbox"/> Internationalization (When: <input type="checkbox"/> FFF Round (When: <input type="checkbox"/> Patent (When: <input type="checkbox"/> 1 st Round of Capital (When: <input type="checkbox"/> Others:
PRODUCT	
Product/s Name, and Brief Description	

Who are your competitors?	
Why are you different/better option than the rest?	
Barriers to Entry / Intellectual Property	
Risk Factors	
Monetizing Strategies (Business model. How do you make money?)	<input type="checkbox"/> Selling your product / service <input type="checkbox"/> Licensing & franchising <input type="checkbox"/> Affiliate marketing <input type="checkbox"/> Subscription model or membership fee <input type="checkbox"/> Freemium <input type="checkbox"/> Direct Add <input type="checkbox"/> Pay per View access to document <input type="checkbox"/> CPM display advertising on site <input type="checkbox"/> CPC advertising on site <input type="checkbox"/> Sponsorship of site sections or content type <input type="checkbox"/> Subscriber data access for email marketing <input type="checkbox"/> Sponsorships <input type="checkbox"/> Grant <input type="checkbox"/> Other:

FINANCIALS

Some Numbers (Specify Currency used : US\$, Euros)		2015	2016 Actuals (till date)	2016 Forecast	2017 Forecast	2018 Forecast
	Revenue					
	Expenses					
	Profit					

Monthly Burn Rate

Cap table:	INVESTOR	AMOUNT	SHARES	%
	TOTAL		xx	100%

Pre/Post Valuation, Basis: (Specify Currency used: US\$, Euros)	Pre-Money Valuation (current): Valuation Method: Post-Money Valuation (after next round): Valuation Method:
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How much capital do you need for this round?	
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Use of new Funds (indicate percentage for every case)	<input type="checkbox"/> Marketing & Sales <input type="checkbox"/> Product Development <input type="checkbox"/> Hiring team <input type="checkbox"/> Internationalization <input type="checkbox"/> IP, Patents, legal <input type="checkbox"/> Covering debt & restructure
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	<input type="checkbox"/> Founders salary <input type="checkbox"/> Setting a new office / retail / manufacturing / warehouse <input type="checkbox"/> Capital equipment <input type="checkbox"/> Supply chain <input type="checkbox"/> M&A <input type="checkbox"/> Working capital <input type="checkbox"/> Others:
Are previous investors participating in this round?	<input type="checkbox"/> Yes If YES, how much do you have committed from them? : <input type="checkbox"/> No
MANAGEMENT	
Key bios (provide relevant information for every team member or advisor)	
MARKETING & SALES	
Go To Market Strategy	
How many clients or users do you have to date?	<input type="checkbox"/> No clients yet <input type="checkbox"/> No users yet <input type="checkbox"/> From 1 to 50 clients/users <input type="checkbox"/> From 50 to 100 clients/users <input type="checkbox"/> From 100 to 500 clients/users <input type="checkbox"/> From 500 to 1,000 clients/users <input type="checkbox"/> From 1,000 to 5,000 clients/users <input type="checkbox"/> From 5,000 to 10,000 clients/users <input type="checkbox"/> From 10,000 to 50,000 clients/users <input type="checkbox"/> From 50,000 to 100,000 clients/users <input type="checkbox"/> From 100,000 to 500,000 clients/users <input type="checkbox"/> From 500,000 to 1,000,000 clients/users <input type="checkbox"/> From 1,000,000 to 5,000,000 clients/users <input type="checkbox"/> Over 5,000,000 clients/users
Who is your client?	<input type="checkbox"/> B to B: <input type="checkbox"/> SMB companies <input type="checkbox"/> Big Corporations <input type="checkbox"/> Government and public administration <input type="checkbox"/> Others: <input type="checkbox"/> B to C: <input type="checkbox"/> Youth <input type="checkbox"/> Kids <input type="checkbox"/> Women <input type="checkbox"/> Men <input type="checkbox"/> General Public <input type="checkbox"/> Geeks <input type="checkbox"/> Others:
Sales Channels	
Pipeline (Who/Amount)	
Market Size (what is your market? How big is it?)	<ul style="list-style-type: none"> • Target Countries: • Size of the market:
EXIT STRATEGY	
What's the exit strategy	<input type="checkbox"/> Acquisition <input type="checkbox"/> IPO <input type="checkbox"/> MBO <input type="checkbox"/> Other:
Timing for your exit	<input type="checkbox"/> 1 to 3 years <input type="checkbox"/> 3 to 5 years

	<input type="checkbox"/> 5 to 7 years <input type="checkbox"/> 7+ years
Example of Potential acquirers. Who could buy your company/technology?	
Select your Pack:	<input type="checkbox"/> Pack 1 - Pitch in Portugal => Short listed to India – Entrepreneur Startup India Rocks! 2016 Package (3 Nights / 4 Days) – 3.000€ + taxes <input type="checkbox"/> Pack 2 - Participation at STIR_2016 – Entrepreneur Business Package (8 Nights / 9 Days) – 8.000€ + taxes
Payment Conditions:	<ul style="list-style-type: none"> • Pack 1 – For Entrepreneurs participants in the Pitch in Portugal, you must to pay (3.000€ + taxes – cash payment) when you receive the communication by the jury that you was selected for the Final Pitch, in India. • Pack 2 – For subscribing the Entrepreneur Business Package you must to pay 50% (4.000€ + taxes) in the registration, as a reserve. And the remaining amount (4.000€ + taxes) must to be paid in the moment of the approval of the agenda meeting for India.
Notes:	<ul style="list-style-type: none"> - The registration deadline is the 30th of September. - The cost of travel and visa will be the responsibility of each participant.