

## Company application to Startup Committee

### *Profile*

### *Company*

**Brand Name** (Your brand name or the name your customers know you by. Do not use the full legal name of your company.)

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### **Company logo**

Please attach your company logo.

**Primary currency** (All financial information is gathered in this currency)

- EUR (Euro)
- GBP (British Pound)
- USD (US Dollar)
- CHF (Swiss Franc)
- CAD (Canadian Dollar)
- DKK (Danish Krone)
- NOK (Norwegian Kroner)
- SEK (Swedish Krona)

**One – liner** (Please use a descriptive sentence and not a marketing one. If you do not already have one, feel free to use this formula: "(Company name), is developing (a defined offering) to help (a defined audience) (solve a problem) with (secret sauce)").

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**Website**

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**Have you registered your company?**

- Company is registered  
 Company is not registered

- If company **is** registered:

Company legal name

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Registry code

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Founded date

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- If company **is not** registered:

Founded date (If you are not registered yet then use the date when you started working on this project.)

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**Country**

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**Address line 1**

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**Address line 2**

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**City/Town**

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**State/province/region**

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**Postal code**

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**Are you looking for an investment?**

YES

NO

- In case you have answered with **YES**:

**Capital seeking (€)**

Min \_\_\_\_\_

Max \_\_\_\_\_

What pre-money valuation are you expecting for your company in the current funding round? (€)

(An estimate of how much your company is worth prior to the investment. This is not directly related to revenue gained but rather to growth potential. This is of course subject to negotiation.)

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**Stage of the company**

Idea Stage: you're currently working on an idea for a product/service.

MVP/Seed Stage: you have built a minimum viable product.

Product-market fit: you have validated that your product/service satisfies a market demand.

Scaling Stage: you're focusing on growth in users, customers, revenues or market share.

- Idea Stage
- MVP/Seed Stage
- Product –market fit
- Scaling Stage

**Broad category**

- Software
- Hardware
- Other

**Industry (select 1-3)**

Banking and Financial Services

- Fintech  Insuretech  Other financial services

Computer and consumer electronics

- Computer systems  Consumer electronics  Computer hardware
- Application-specific integrated circuits  Electronic components
- General purpose integrated circuits  Semiconductors  Business software
- Telecom software  End-user software  Fintech  Systems software
- Software  Data management services  Computer related services

Communications

- Broadcasting, publications and content providers  Communications and networking services
- Communications equipment  Telecom  Internet technologies
- Communication

Business and industrial

- Business and industrial products  Business and industrial services
- Manufacturing  Industrial measurement

Transportation

- Transport  Means of transport: manufacturing

Consumer goods and retail

- Consumer products manufacturing  Consumer retail

Specialty retailers

Consumer goods

Consumer services

Education tech  Hospitality, sports and entertainment

Public services (exl. education)  Food services  Consumer services

Agriculture

Crop cultivation

Fishing, hunting and animal husbandry

Forestry

Agriculture

Chemicals and materials

Materials

Plastic

Chemicals

Life sciences

Biotech

Drugtech

Healthtech

Medtech

Pharma

Healthcare

Other

Construction

Energy

Legaltech

Proptech and real estate

Spacetech

**What technologies are you using to build your product? (select 1-3)**

Common

- AI
- API provider
- Augmented Reality (AR)
- Big Data
- Blockchain
- Cloud computing
- Data analytics
- E-commerce tools
- Machine Learning
- IoT
- Marketplace services
- Online payment processing
- Web/mobile tools
- Virtual Reality (VR)

Other

- 3D printing
- Advanced materials
- Agriculture machines
- Airborne wind turbines
- Airless tires
- Artificial photosynthesis

- Audio/Video compression
- Autonomous systems
- Autonomous vehicle
- Avionics
- Battery storage
- Bikes & Motorcycles
- Biomaterials
- Biometrics
- Bioprinting
- Body implants
- CAD/CAM software
- Civil Engineering
- Clean Tech
- Coatings
- Cognitive robotics
- Combustion engine & turbine
- Computer Graphics
- Computer Vision
- Connected Health
- Consumer robotics
- Crowd services
- Cryptocurrency



- Cryptography
- Cultured animal products
- Cybersecurity
- Data Mining
- Demand response management systems
- Diagnostics/Imaging
- Drones
- E-textiles
- Electric vehicle
- Electromagnetic wave technology
- Embedded systems
- Expert Systems
- Ferro Liquid displays
- Fertilizer & plant protection products
- Fleet sharing
- Flywheel energy storage
- Formal Verification
- Fuel cell
- Fuels, fossil or biological
- Fusion power
- Genetic engineering
- Genome sequencing
- Geoinformatics

- Graphene
- Haptical input devices
- Holography
- iBeacons
- Industrial robotics
- Jet packs
- Lasers
- Logictics & SCM
- Machine vision/sensing
- Magnetic levitation
- Measurment equipment
- Medical devices & instruments
- Metal processing
- Meteorological sensors
- Microphones
- Mobile security
- Nano medicines
- Nanotechnology
- Natural language processing
- Network security
- Neuroscience
- NFC

- Nuclear energy
- OLAP / OLTP
- Optoelectronics
- P2P networks
- Personal rapid transit
- Physical storage mediums
- Polymer
- POS systems
- Precision agriculture
- Predictive Analytics
- Pressure storage
- Processors, business or consumer
- Production machines
- Purification technology
- Quantum computing
- RFID
- Routers & Switches
- Satellite technology
- Semantic Web
- Semiconductor electronics
- Servers & networks
- Service robotics
- Slam technology

- Smart city
- Smart grid
- Smart home
- Smart metering
- Smart mobility
- Software engines
- Solar energy
- Sound (engineering) equipment
- Special purpose algorithm
- Speech Recognition
- Stem cell
- Synthetic Biology
- Tidal energy
- Tissue engineering & printing
- Transformers
- Vaccination technology
- Virtual keyboards
- Warehouse management
- Waste separation/recycling
- Wearables
- Web Crawling
- Wind turbines & blades

- Wireless energy transfer
- Wireless Sensor Networks
- Workforce assistance
- Advanced Driver Assistance Systems

### **Customer focus**

Select the types of customers you're selling your product/service to.

Business to business (B2B) / business to consumer (B2C) / business to government (B2G) / consumer to consumer (C2C) / business to business to consumer (B2B2C).

- B2B  B2C
- B2G  C2C
- B2B2C

### **Media**

Video link

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### **Images**

Please attach images of the product, charts, diagrams etc.

### ***Your Details***

You can attach the photo of yourself, if necessary.

**Phone** (With country code, e.g. +358 1234 5678)

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**Links** (optional)

LinkedIn \_\_\_\_\_

Twitter \_\_\_\_\_

Other \_\_\_\_\_

**Role in team**

\_\_\_\_\_

Founder

**Relevant experience**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

***Other team members***

Please include the key team members responsible for business and technology development. *Please add more members if needed.*

1) **Name** \_\_\_\_\_

**Surname** \_\_\_\_\_

**Role** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Linked link (optional)** \_\_\_\_\_

Founder

**Experience**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Access**

Member

Admin

2) **Name** \_\_\_\_\_

**Surname** \_\_\_\_\_

**Role** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Linked link (optional)** \_\_\_\_\_

Founder

**Experience**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Access**

Member

Admin

3) **Name** \_\_\_\_\_

**Surname** \_\_\_\_\_

**Role** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Linked link (optional)** \_\_\_\_\_

Founder

**Experience**

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**Access**

Member

Admin

*Please add more members, if necessary.*

**Required details about every founder of the company for Startup Visa program**

It is absolutely required that you add details about **each Founder** here. The Startup Visa for the Founder only applies to Founders whose full information is given in this application.

1) **Name** \_\_\_\_\_

**Surname** \_\_\_\_\_

**Email** \_\_\_\_\_

**Has Estonian personal code**

YES

NO

- If the answer is **YES**  
Estonian personal code

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- If the answer is **NO**  
Date of birth



\_\_\_\_\_

Country of birth

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Gender (Male/Female)

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**Citizenships** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Address line 1** \_\_\_\_\_

**Address line 2** \_\_\_\_\_

**City / Town** \_\_\_\_\_

**State /province / region** \_\_\_\_\_

**Postal code** \_\_\_\_\_

**Country** \_\_\_\_\_

2) **Name** \_\_\_\_\_

**Surname** \_\_\_\_\_

**Email** \_\_\_\_\_

**Has Estonian personal code**

YES

NO

- If the answer is **YES**  
Estonian personal code

\_\_\_\_\_

- If the answer is **NO**  
Date of birth

\_\_\_\_\_

Country of birth

Gender (Male/Female)

**Citizenships**

**Phone**

**Address line 1**

**Address line 2**

**City / Town**

**State /province / region**

**Postal code**

**Country**

3) **Name**

**Surname**

**Email**

**Has Estonian personal code**

YES

NO

- If the answer is **YES**  
Estonian personal code

- If the answer is **NO**  
Date of birth

Country of birth

Gender (Male/Female)

**Citizenships**

**Phone**

**Address line 1**

**Address line 2**

**City / Town**

**State /province / region**

**Postal code**

**Country**

*Please add more founders, if necessary.*

**Number of team members**

**Do any key team members have commitments that may limit their involvement, either now or in the future?**

Include anything that takes a considerable amount of time or energy during the work week and any business commitments that may need to continue for a considerable length of time.

**What are the three things you're focusing on as a CEO?**

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***Problem***

**Summarise the problem you're solving in 2-3 sentences.**

Describe the customer problem you're trying to solve with your product or service.

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**What are people forced to do now because what you plan to make doesn't exist yet?**

Describe how people are currently solving the same problem that your product or service will solve for them.

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### ***Solution***

#### **Describe your solution in a few sentences**

Please explain in simple terms. Imagine that readers don't know anything about this subject. What is your company going to make? How does it solve the customer's problem?

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#### **How long will it take before you have a prototype? A beta? A version you can charge for?**

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### ***Market***

#### **Summary of the customers and market in a few sentences**

Who are your validated customers? What sales channels are you using to reach them? How many of them are there? What progress have you made with customers?

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**Who desperately needs your product?**

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**How fast is the market growing and why is it going to be big in ten years?**

Give concrete examples of growth such as referencing trends and other companies in the same field.

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**What's new about what you're doing? What is your unique value proposition?**

What exact features or benefits differentiate you from the competitors and existing solutions?

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**What is the competitive advantage of your company?**

What do you understand about your business that other companies in it just don't get?

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**Why would your business be hard for someone else to duplicate?**

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**Please list your competitors**

In case you don't know any direct competitors, please think about solutions that your potential customers are using today to solve the same problem.

Name \_\_\_\_\_

Link to website or video

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*Please add more competitors, if necessary.*

### ***Strategy***

**Summarize the business model in a few sentences. How will you make money?**

This is a summary for your short profile.

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**How do you plan to acquire more customers?**

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**What is hindering your growth potential? And/or, what do you foresee as a barrier to your growth potential?**

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**Cost structure (customer acquisition cost, distribution costs, hosting, people)**

Please outline the proportions of the main fixed and variable costs your project incurs.

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**What are going to be your main cost drivers?**

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**What have you achieved so far? Include revenue, traction, major investments etc.**

This is a summary for your short profile.

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**What are the most important metrics by which you are following the development of your startup (e.g. revenue, churn, MoM, CaC, LTV etc.) and what progress have you made in terms of these for the last six months (or the months you have data)?**

Please provide numbers

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**What are your next milestones and when are you planning to reach them?**

Product development, IP, customer traction, etc. Please include measurable milestones and approximate dates when you are planning to reach them.

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**What might go wrong? (This is a test of imagination, not confidence.)**

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**Which companies would be most likely to acquire you and why?**

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**If you got a chance to exit your company in 3 months time, what is the lowest offer you would accept?**

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***Other***

**Do you have any ideas you consider patentable? Which ideas?**

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**Pitch deck (PDF)**

Please attach Slides or presentation that summarizes your company. PDF file is required. Other file types are not allowed.

Please attach other additional files.

**How did you hear about Startup Visa program?**

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