PHASE I
ADDITIONAL INFORMATION

Thank you for your interest in the Sound Credit Union FinTech Incubator Competition.

Attached you will find additional information and the questions required to complete the online application.

IMPORTANT DATES

Applications due: May 17, 2021
Finalists notified: June 4, 2021
Virtual presentations: June 18, 2021
Winners announced: June 23, 2021

Please Note
The following questions are meant to be used as a guide only.
No paper submissions are permitted.
Sound Credit Union FinTech Incubator Program, Powered by Milgard Center for Business Analytics at UW Tacoma - Phase I

Your answers to these questions should not disclose any confidential information.

* Required

1. Email address *

2. First and last name: *

3. Company Name (enter N/A if you have not yet formed a company): *

4. Company Website:

5. Your title/role: *
6. Phone number: *


7. Please list names and LinkedIn profiles of your team members. Please separate team members with a semicolon or a comma between each member and add one sentence about any relevant experience or achievements. *


8. Your elevator pitch. Be clear but succinct, ensuring you articulate what problem you are seeking to address and why your team has the solution to that particular problem. (limit 1500 characters) *


9. How will a relationship with Sound Credit Union help your team be successful? What can Sound Credit Union do to support your startup to address the particular challenge you are seeking to solve? (limit 1500 characters) *
10. How did you hear about this competition? *

*Check all that apply.*

- [ ] Advertising
- [ ] Social Media
- [ ] Email
- [ ] Word of mouth
- [ ] Sound Credit Union
- [ ] UW
- Other: ________________

We encourage you to answer the following questions by including a link to your pitch deck in this application. For each question, indicate whether or not the information is covered in your pitch deck by answering "See pitch deck" if it's covered by your presentation. If it is not included, or you do not have a pitch deck, please answer the questions below in the "other" field. Please keep your responses succinct. They should be able to be read and understood by someone generally skilled in the art of Fintech; do not assume deep domain expertise.

11. Upload your pitch deck to a shareable drive. Add the link below so we may access it.

________________________________________________________________________

12. Your company or team's mission and vision statements. *

*Mark only one oval.*

- [ ] See Pitch Deck
- [ ] Other: ________________
13. Problem statement: what is the problem you are working to solve? *

Mark only one oval.

☐ See Pitch Deck
☐ Other: _____________________________

14. Solution statement: Clearly, but briefly, describe your solution. What stage of development is your company or team at and what key challenges remain ahead of you? *

Mark only one oval.

☐ See Pitch Deck
☐ Other: _____________________________

15. What is your revenue strategy? *

Mark only one oval.

☐ See Pitch Deck
☐ Other: _____________________________

16. Who are your customers, and how do you plan to reach them? What is the total addressable market (TAM), and what fraction do you expect to capture? Please also include a timeline for accomplishing these goals. *

Mark only one oval.

☐ See Pitch Deck
☐ Other: _____________________________
17. Social Impact: If you believe your product/innovation will have a strong social impact, in addition to commercial impact, please describe it. *

*Mark only one oval.*

- [ ] See Pitch Deck
- [ ] Other: ________________________________

18. Launch plan: How will you launch and scale your product/innovation? *

*Mark only one oval.*

- [ ] See Pitch Deck
- [ ] Other: ________________________________

19. Financials: What has been your funding to-date, what is your cash position, burn rate, and plans for raising capital in the future? Please include any dilutive and non-dilutive funding you may have received. *

*Mark only one oval.*

- [ ] See Pitch Deck
- [ ] Other: ________________________________

20. Your IP position: Do you have any intellectual property? If yes, have you developed it yourself or have you licensed it from a third party? Again, your answers to this question should not disclose any confidential information. *

*Mark only one oval.*

- [ ] See Pitch Deck
- [ ] Other: ________________________________