



We educate and equip companies with market-validated products for growth into world-class brands. Based in Minneapolis, Minnesota, ImpactSKU provides stellar startups with hands-on mentorship from industry experts, investors, and serial entrepreneurs in exchange for 5% equity stake in each company.

For ImpactSKU we are looking for products that are more than just a better for you alternative, or eco-friendly packaging. We are looking for brands that have woven social impact into their business model. We use the UN's 17 sustainable development goals, and 5 P's (People, Planet, Prosperity, Peace, and Partnerships), to help us define a purpose-driven company.

Companies do not need to be based in the Twin Cities to apply. We are accepting applications from companies across the Midwest and country. The entirety of the program will be accessible remotely. The possibility of in-person events will be assessed based on the state of COVID at the time.

At the end of our program, companies will pitch in a virtual showcase event for investors and VCs to see the startups in action. A cash bonus upon completion of the program of \$20,000 is available.

Apply today and be part of the nation's leading consumer packaged goods accelerator!

#### Introduction

1. What is the name of your company?
2. Please enter your company's website
3. Please enter your email address.
4. Where are you based?
5. Describe your product/company in one sentence
6. Which category does your product best fit in?
  - a. Food

- b. Beverage (Non-Alcoholic)
  - c. Beverage (Alcoholic)
  - d. Health + Wellness
  - e. Personal Care + Beauty
  - f. Apparel
  - g. Durable Goods
  - h. Other (please explain)
7. Please provide a link to your pitch deck (Google Drive, Dropbox, etc.)
  8. Please provide a link to your executive summary (Google Drive, Dropbox, etc.)
  9. Have you participated in any other incubator/accelerator programs? If so, which ones? What did you gain (or not gain) from those programs that you hope to find in ImpactSKU?

#### Finance

10. If you are currently selling, please tell us how much revenue you have generated over the last three years. *Ex 2018: \$150K, 2019: \$200K, 2020 YTD: \$100K*
11. Please let us know your projected EOY sales for 2020. What factors are driving these projections?
12. Has your company raised any outside investment to date? If so, how much, under what terms, and from whom (VCs, angels, family + friends, etc.)
13. Please provide a copy of your cap table. (Google Drive, Dropbox, etc.)
14. What is your current monthly burn rate? How much burn will occur until the company gets to profitability?
15. What is your current customer acquisition cost? What is the projected lifetime value of a customer?

#### Legal

16. Please provide a link to proof of business registration (Google Drive, Dropbox, etc.)
17. What is your business' structure, and how are you taxed?
  - a. LLC
  - b. Public benefit corporation
  - c. B Corp
  - d. C Corp
  - e. S Corp
  - f. Other
18. What key intellectual property does the company own (patents, patents pending, copyrights, trademarks, domain names, etc.)? Please provide registration numbers for any pending or registered IP.
19. What do you see as principal risks to the business? Do you have any regulatory risks? Are there any product liability risks?
20. Does the company have insurance, and if so, what kind and what are the limits?
21. Has the company ever been threatened with, or is it currently in, any litigation, arbitration, or other dispute?

#### Traction

22. Please provide a link to a photo of your product (Google Drive, Dropbox, etc.)
23. What problem does your product address?
24. How long have you been selling your products? If you are not already selling, what proof do you have of product market fit? How far is your product from being ready to sell?
25. Who are your competitors, and why is your product different/better than yours?
26. Where can we buy your product today? *Please list all sales channels*
27. When your company is able to reach scale, who are your target partners and accounts?

#### Team

28. Who is on your founding team? Please provide full names, emails, and LinkedIn profiles
29. How did you meet your founding team members? How long have you known each other? Why are you the right team for the business right now? For the future?
30. Are the founders full-time? If yes, are you taking a salary? If not, what is the plan in the next year?
31. How many of each employees and independent contractors do you have, and do they have signed agreements with the company?
32. How much time does each team member work in the company? How many are full-time/part-time?
33. What do each of the founders do for fun, when not working on the business?

#### Finale

34. ImpactSKU is focused on supporting purpose-driven companies. Which of these [sustainable development goals](#) (set by the UN) does your business' impact fall under? If you do not think any of the goals apply, please explain.
35. Briefly describe your company's mission and how you are making an impact beyond your consumer.
36. If your social purpose is included in your governance documents, please explain how.
37. How are you quantifying the impact your company makes? How is it scalable?
38. Why do you care about this issue?
39. Why did you start your company? What drives you to keep going?
40. Tell us why ImpactSKU should choose YOU.
41. There is no cash cost to participate in ImpactSKU. If selected, participating companies will be expected to exchange 5% equity stake in your company for the mentorship, network access, and programming provided by ImpactSKU. The equity is primarily distributed among the mentors of the track—they are literally invested in your success! As an added benefit, a \$20,000 cash bonus is given to selected companies upon successful completion of the program.
  - a. I understand and agree to the terms of participation in the ImpactSKU program.