

Applying for a TEDCO Seed Investment

It is easy to start the application process for a TEDCO Seed Investment. Simply use TEDCO's on-line submission system to complete a simple application form and attach a 2 page Executive Summary of your business following the Executive Summary Outline, which is described below. Your executive summary will be reviewed in about a week. If your business is a good fit for TEDCO's Investment Focus, you will be contacted to set-up an initial meeting with members of TEDCO's Deal Team to discuss your application.

Application Outline

Your application should be a summary of your business plan and highlight the most salient features. To ensure that you include all of the most critical components of a business plan, TEDCO strongly recommends that you structure your Executive Summary using the following outline:

Problem:

- Describe a need/pain that the company is attempting to address.
- Describe how current products/solutions are not sufficiently addressing the need.
- Quantify the significance of the problem in the market.

Solution:

- Describe the novel, innovative, technology-based product
- Indicate how the product addresses the described problem better than current products/solutions.
- Explain how the technical innovation creates a sustainable barrier to entry for competitors.
- Describe the current status of product development.
- Include preliminary data, or other evidence, that validates the technology for its intended use.

Market Analysis:

- Describe the market with a detailed segmentation analysis and target segments (size, growth trends, etc.).
- Provide a detailed customer profile.
- Quantify the value proposition offered to customers.
- Identify relevant competitors and how the company will compete against each.
- Describe any relevant industry trends that impact your market.

Go-To-Market Strategy:

- Describe the company's product development strategy with cost and time requirements.
- Describe how the company will earn revenue - business/revenue model.
- Describe how the company will acquire customers.
- Describe how the company will produce and deliver its product.
- Explain how any regulatory and compliance hurdles will be overcome.
- Detail any past successes and current traction.
- Include a summary of the company's financial plan and a 5-year financial model (Revenues, Cost of Goods Sold, EBIT(DA), and financing requirements).
- Describe how the management team and advisors will be used to ensure execution.

Use of Funds:

Illustrate how a TEDCO Seed Investment will add value and better position the company for follow-on funding.

- Describe how the funding will be used.
 - Propose a project mid-term point.
- Explain how the company will meet the 50% match requirement.