



Presenter Application Form

The Iowa Venture Forum, to be held October 7, 2009 in Des Moines, Iowa, is requesting applications from interested parties to make presentations. The Iowa Venture Forum is a component of the [Iowa Capital and Entrepreneurial Conference \(IVCEC\)](#).

Ten to twelve finalists will give their presentations at the Iowa Venture Forum. The Executive Summary of all applicants will be included in the Forum Summary distributed onsite. Successful applicants will be assigned coaches to assist in the preparation for the presentations at the Forum.

Iowa Venture Forum applicants are encouraged to submit an online application via [AngelSoft](#). You may also [download the application](#) and submit by email to Mark Huston at mhuston@cimarroncapital.com.

Applications must be received by August 15, 2009 (although the deadline may be extended at the discretion of the hosts).

Below is the requested information for the Application:

Company Information

Company Name: _____

Company Website: _____

Phone Number: _____

Address: _____

City: _____

State: _____

Zip: _____

Management Team (first name, last name and title):



Number of Employees: _____

Founded Date: _____

Industry: _____

Previous Investors:

Questions

1. **One Line Pitch** (150 max. characters)
2. Summarize your business (450 max. characters)
3. What specifically makes your management team most qualified to build this business? (450 max. characters)
4. Define customer problem (210 max. characters)
5. Describe the solution you sell (450 max. characters)
6. Define your market (450 max. characters)
7. List your current or potential customers (450 max. characters)
8. Sales and marketing strategy (450 max. characters)
9. Describe your business model (210 max. characters)
10. Describe the competitive landscape and list your competitors (450 max. characters)
11. Define your competitive advantage and list barriers to entry (210 max. characters)

Financial Summary

1. Company stage – select:
 - Concept only
 - Product in development
 - Prototype ready



- Full product ready
- \$0 - \$500K in Trailing 12 mo. Revenue
- \$500K - \$1M in Trailing 12 mo. Revenue
- \$1 - \$3M in Trailing 12 mo. Revenue
- \$3 - \$5M in Trailing 12 mo. Revenue
- \$5 - \$10M in Trailing 12 mo. Revenue
- \$10 - \$20M in Trailing 12 mo. Revenue
- \$20 - \$50M in Trailing 12 mo. Revenue
- +\$50M in Trailing 12 mo. Revenue

2. Previous capital
3. Monthly net burn
4. Pre-money valuation
5. Capital seeking
6. Additional information (optional)
7. Financial forecast

	Revenue	Expenditures	Net
2008			
2009			
2010			
2011			
2012			
2013			

Additional Information

The applicant may attach additional information, but the judging will be made based on the answers to the above questions. The applicant may submit:

1. Executive summary
2. Financial plan
3. Business plan
4. Video elevator pitch