Innosphere Ventures: Company Application

Congratulations – you’ve taken a big step for the future of your startup company!   
On behalf of Innosphere, we’re excited to learn more about you and your technology. We look forward to accelerating your startup’s success, supporting your commercialization efforts, and helping you reach your next business milestones!

**DIRECTIONS:**

1. Complete this application to the best of your ability. This typically takes around 60-90 minutes or less to complete.
2. Email this application to Innosphere’s COO: [tim@innosphereventures.org](mailto:tim@innosphereventures.org)

*Optional*: If you have additional documents such as an investor pitch deck or business plan, you may attach those in your email as well; however, please limit your additional attachments to *only two* extra documents.

1. Save the application using the following convention for the title: “CompanyName\_InnosphereApplication”

**IF KNOWN -- SELECT THE PROGRAM(S) FOR WHICH YOU ARE APPLYING:**

**Innosphere Ventures Incubation Program**   
*This leading commercialization program is for founders commercializing technologies and products in science and technology-based sectors.*

**Smart Cities Incubation Program**   
*Your startup company’s’ target customer should be governments/public sector.*

**Life Sciences Incubation Program**  
*This program is powered through a partnership between Colorado BioScience Association (CBSA), the Colorado BioScience Institute, and Innosphere Ventures.*

**The SAGE program**   
*This program provides early-stage startup companies with pro bono advising.*

**REACH Energy Accelerator**  
*If you are applying to the 2023 REACH Energy Accelerator**for entrepreneurs commercializing energy hardtech innovation, please* ***do not complete this application*** *and instead complete the online application found at* [*https://reachenergyaccelerator.org/*](https://reachenergyaccelerator.org/) *(Application deadline: November 18th, 2022)*

**YOUR INFORMATION:**  
**First and last name**:

**Your position in this company (founder/co-founder, CEO, etc.)**

**Email**:

**LinkedIn profile**:

**Phone number and/or company phone number**:

**COMPANY VERTICAL/INDUSTRY:***Select all that apply* Climate Technology | Energy | Cleantech | Advanced Materials

Life Sciences | MedTech | Medical Device | Bioscience

Smart Cities | Transportation

Hardware

Enterprise Software (SaaS)

Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**COMPANY INFORMATION:**

**Exact spelling of company name (if no name, please list name of technology):**

**Headquartered/Physical Address:**

**Website (if no website, link to an article that mentions your work, if appliable)**:

**If your company or technology has a University affiliation, please briefly describe that university or licensing relationship:**

**DIVERSITY, EQUITY, AND INCLUSION (DEI)**

Does your team/founder(s) include Black, Indigenous and People of Color (BIPOC)?

Yes

No

Decline

Members of the company’s executive leadership team identify as:

Asian

Black

Hispanic / Latino

Indigenous / Native American / Alaska Native

Native Hawaiian / Pacific Islander

Middle Eastern / North African

Two or more races

Decline

Founder(s) or members of your executive leadership team include:

a woman/women

veteran(s), active military or reserve

person/people with disabilities

a non-binary, lesbian, gay, bisexual, transgender, or queer (LGBTQ+) person/people

have been adversely affected by low socioeconomic status

**Rural:**

The technology being developed is targeted at a population which is adversely affected by low socioeconomic status or inequality. A technology with a “significant impact on disadvantaged communities” is defined as a service or product that benefits accrue to disadvantaged communities at a greater rate than to the population at large.

Startup is based/headquartered in a rural area

**APPLICATION QUESTIONS:**

1. **Brief technology description: What technology are you focused on bringing to market?**
2. **Describe your business and the problem(s) that your product/solution solves**.
3. **Describe** **the market you are targeting and your initial target customers. How many of them have you** **interviewed about the problem you’re solving and the need for your solution? What is your estimate of the total addressable market?**
4. **What is the value proposition to your target customer?**
5. **Describe your business model – how do you generate sales and ultimately make a profit?**
6. **How is the problem you’re solving, solved today? Who are your competitors and how will you differentiate your solution?**
7. **Describe your initial go-to-market plan. Include information on your sale strategies including channel partners.**
8. **Describe current traction with customers (users, customers, pilots, revenue) and the development stage of your product/solution.**

1. **How much capital (grants, friends and family, outside investors) have you currently raised, and from what sources?**
2. **How much funding do you anticipate needing in the next 12 months? What funding sources will you pursue? What business milestones does this funding help you achieve?**
3. ***If* your company goal is to exit, what is the anticipated total funding needed to reach an exit?**
4. **What are specific goals for the business over the next 12 months?**
5. **What challenges will you face over the next 12 months?**
6. **Describe your founding team and/or your team’s current gaps:**
7. **If available, provide a URL where we can access your company demo:**
8. **What are the top three things that this incubation/commercialization program and mentors can help you accomplish**?
9. **Last question! How did you hear about this opportunity at Innosphere?   
   (From a colleague, university referral, mentor, online, an event you attended, an email, from another organization, etc.)**

**YOU’RE DONE!**

1. Email this application to Innosphere’s COO: [tim@innosphereventures.org](mailto:tim@innosphereventures.org).   
   *Optional*: If you have additional documents such as an investor pitch deck or business plan, you may attach those in your email as well; however, please limit your additional attachments to *only two* extra documents.
2. Save the application using the following convention for the title: “CompanyName\_InnosphereApplication”
3. You will hear back from us soon!

A picture containing diagram

Description automatically generatedSincerely,

A picture containing shape

Description automatically generated

Mike Freeman, CEO/GP Tim Jones, COO

Innosphere Ventures Innosphere Ventures  
[mike@innosphereventures.org](mailto:mike@innosphereventures.org) [tim@innosphereventures.org](mailto:tim@innosphereventures.org)

For more information on Innosphere Ventures and our incubation programs that support founders commercializing technologies and building high-tech companies, please visit [www.innosphereventures.org](http://www.innosphereventures.org/entrepreneurs/)