

innovat!on *fund*

## **Information Session**

November 10, 2022

# AGENDA

- Introduction
- Timeline and Process
- Presentation
- Q&A

# ECOSYSTEM



*business incubator | counseling | networking & education | capital access*

**Ohio** | **Third Frontier**  
Innovation Creating Opportunity

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NORTHEAST OHIO

# Innovation Fund's Purpose

**Build talent, grow jobs and create enhanced educational opportunities in entrepreneurship for students while helping entrepreneurs turn good technology ideas into viable businesses**

## Recipient Requirements (A and B level awards)

- ✓ Located in Ohio
- ✓ Developing new technology in high growth industries
- ✓ Business/technology is at proof of concept/startup phase
- ✓ Provide educational experience for student(s) and/or faculty
- ✓ Receive mentoring through GLIDE and/or regional partner
- ✓ Provide 1:1 match
  - ✓ Match Examples: Friends or Family Investment, Angel Investor, Federal Grants and/or any money not from the state of Ohio
- ✓ **Convertible Debt Note!**

## Two Funding Levels:

### A: Imagining Stage

Awards up to \$50,000 *Proof of Concept*  
\* *With match this = \$100k Project*

### B: Incubating Stage

Awards up to \$150,000 *Validate the Business*  
\* *With match this = \$300k Project*

# Company Information About Funding Status

Company Name		
Entrepreneur Name/Title		
Is your company registered with the state of Ohio to do business – either as a “For Profit” or “Foreign For Profit”	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Funding Status		
- Have you been funded?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
- If YES, what form/instrument of funding?		
- How much funding have you received?		
Are you in the process of an investment round of funding?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
- What form/instrument is being used in this round of funding?		
If no funding to date, what is the strategy for future funding?		
Additional Information (funding activity, investor activity, etc.)		

# Activity & Impact

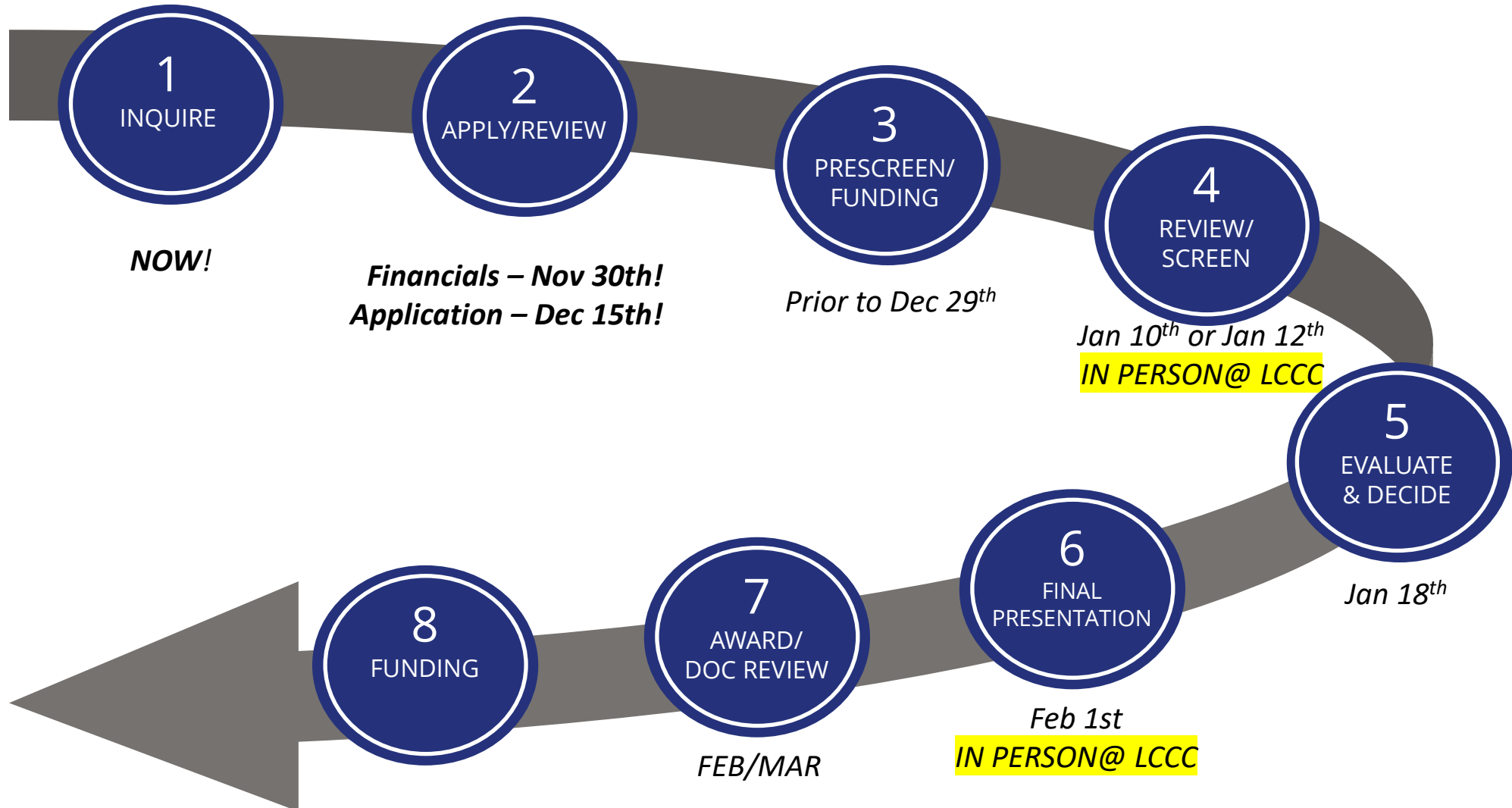
*(Sept 2007 – current)*

Activities	Impact
> <b>6,842</b> inquiries	<b>\$926M</b> follow-on funding
<b>1,780</b> accepted applications	<b>\$673M</b> sales revenue
<b>310</b> awards	> <b>297</b> educational experiences
<b>271</b> companies	> <b>1,200+</b> jobs
<b>\$17.175M</b> value of awards	<b>\$65K - \$120K</b> salary range

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## **Timeline and Process**

# How It Works and Timeline





# Key Points on Application Submission

- Be sure the contact information provided is current and accurate.
- All questions must be completed.
- Pay attention to the word limits.
- You must upload financials in order to submit your application.
- ***All questions must be completed!!!!***

# Qualification Checklist

- Innovative/cutting-edge technology in one of the high growth industry sectors
- Will attract follow-on investment
- Will create jobs for Ohio
- Company must be in Ohio
- PowerPoint Presentation needs to be consistent with your Financials and Application
- Quantifiable value
- Bottom-up Marketing
- X millions of market potential
- Strong Intellectual Property (IP)
- Experience
- Must be working with network lead, EIR, mentor, or advisor
- Distinctive Competitive Advantage
- Competition
- Financials

# How You are Scored

SCORING BASED ON "1-5"		
Competitive Advantage	Clearly articulated/compelling? Breakthrough in science, market, business model or product?	Patentable or trade secret protectable? Unique/differentiated business model? Capable of creating barriers to entry?
Market Opportunity	Compelling/urgent market need validated through research?	Appealing to future investors? Growing/high-growth/hot market?
Business Model Validation	How readily scalable? (nationally/internationally) Reasonable/feasible market-go-to idea or plan?	Product/Technology clearly fit the market need as described?
Timeline + Costs + Tasks	Clearly described – logical reasonable?	Does company already have sales?
Financials	Cash needs & funding rounds to market make sense? Revenue forecast is realistic?	Scaling costs are accounted for? Gross margins are reasonable and justified?
Team	More than one member & a team approach? Commitment, attested by investment & time? Investment credibility?	Reasonable business acumen? Openness to coaching or board formation? Technical acumen? Financial acumen? Sales & Marketing acumen?
Investment	Reasonable amount of money? Reasonable amount of time?	
Award Importance	Will award reduce risk for follow on investors?	Are budget & milestones meaningful and risk reducing?
Job Creation	Jobs???	

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**Presentation**

# The Presentation

- *All presentations will be held* **IN PERSON @ LCCC**
- Recommendation – 15 to 18 slides for pitch
- Overview/how it works
- Company Name, City, State & Presenter Name
- CEO Name & Contact Information
- Amount of funding requested and how the funds will be used
- Number all slides (example: "5/18" or "5 of 18")
- Timing of 15 minutes for presentation & 15 minutes for Q&A
- Footer on every slide should include company name
- Send a copy of your presentation to [Julie@Glideit.org](mailto:Julie@Glideit.org) prior to your scheduled presentation

# Presentation Guidelines

- **Business description**
  - Type of product or service/ market served
  - Distinguishing characteristics of the business/service that makes it unique
  - Stage of Product development
  - Technological or product/service advantage
  - Is there IP? Provide an IP status
- **Entrepreneur(s) and/or partner(s) qualifications**
  - Current business structure, ownership, management
- **Market characteristics and dynamics**
  - Market plan – how do you go to market/ market size?
  - Competitive landscape/ how is need being filled today?
- **Brief financial view of business**
  - Sales growth
  - Cash flow
  - Capital/time needed to enter market
  - Number of jobs being created for NE Ohio
- **Describe in detail how you will use the Innovation Award**
  - How has the product/ service been funded to date?

# Financials

*3-year thumbnail proforma as follows, from top line to bottom*

- 3 Years
- Cash Flow
- P&L

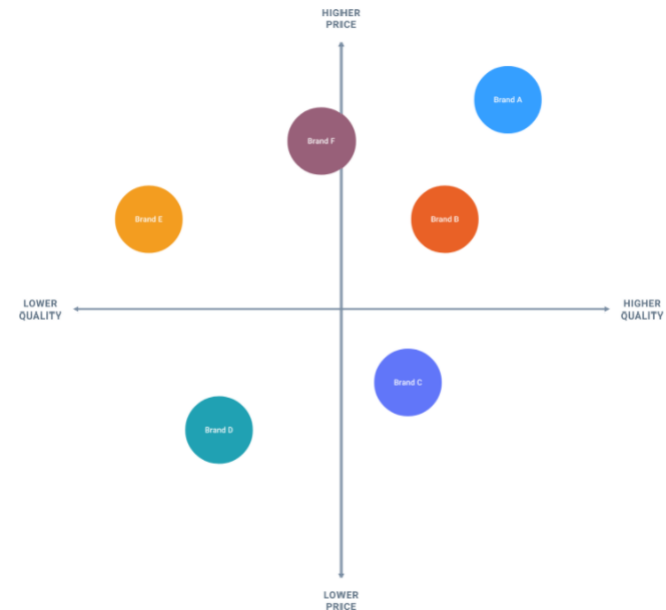
Pro Form Cash Flow	Year 1	Year 2	Year 3
<b>Cash Received</b>			
Cash from Operations	\$148,101	\$30,995	\$11,402
Cash Sales	\$1,028,422	\$1,161,443	\$1,235,835
Cash from Receivables	\$0	\$0	
Subtotal Cash from Operations	\$1,176,523	\$1,192,438	\$1,247,237
Additional Cash Received	\$189,000		
Sales Tax			
Owners Investment	\$174,000		
Subtotal Cash Received	\$1,539,523	\$1,192,438	\$1,247,237
<b>Expenditures</b>			
Expenditure from Operations	\$765,113	\$414,176	\$426,602
Cash Spent	\$710,176	\$731,481	\$753,426
Bills Paid			
Subtotal Spent on Operations	\$1,475,289	\$1,145,658	\$1,180,028
Additional Cash Spent			
Sales Tax			
Loan Payment	\$33,240	\$35,378	\$37,654
Subtotal Additional Cash Spent	\$33,240	\$35,378	\$37,654
Subtotal Expenditures	\$1,508,529	\$1,181,036	\$1,217,681
Net Cash Flow	\$30,994	\$11,402	\$29,556
Cash Balance	\$30,994	\$42,397	\$71,953

# Competitive Matrix

*Compares all the Current Solutions by Features/Benefits relevant to user to user*

## COMPETITIVE ADVANTAGE

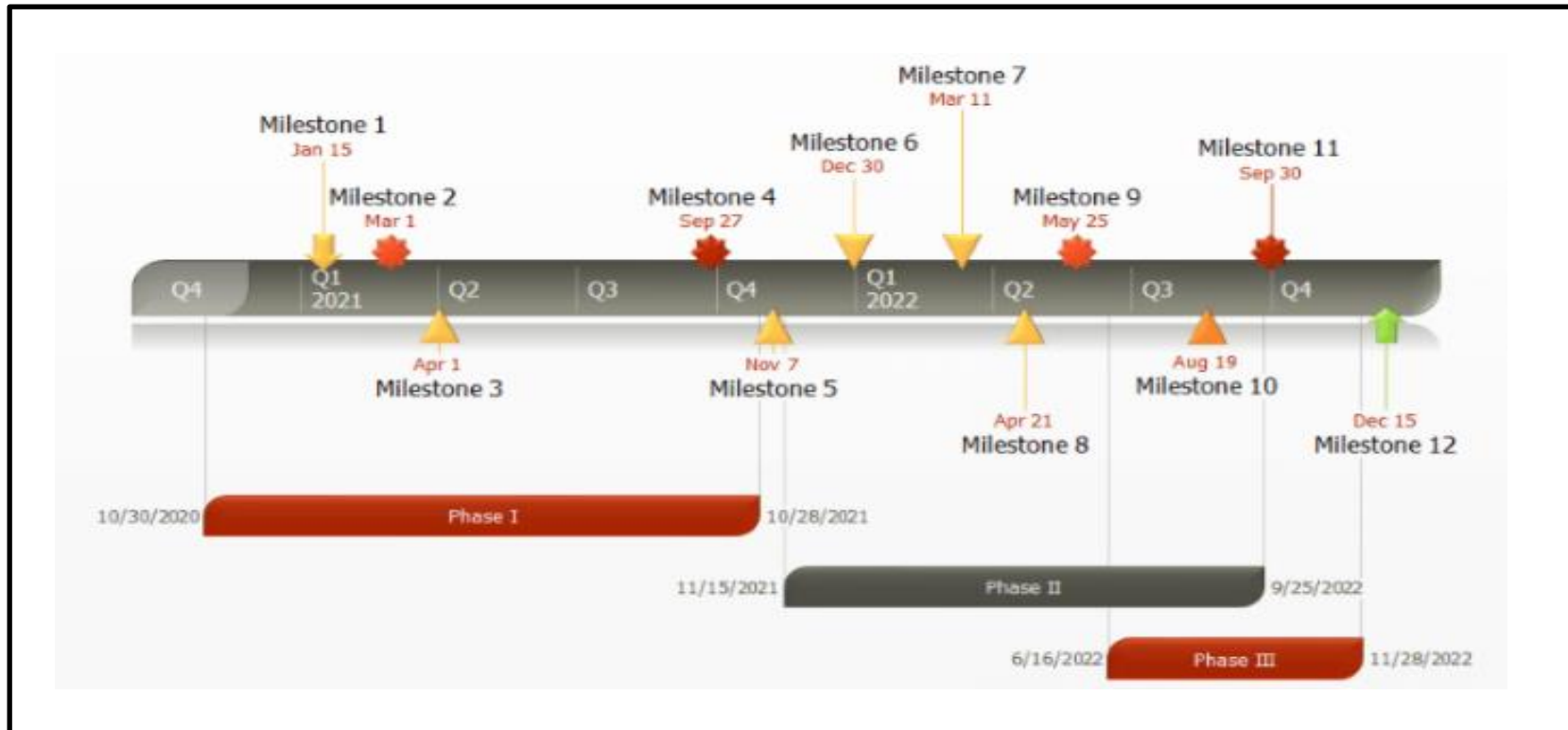
		COMPETITIVE ANALYSIS MATRIX					
		Trait 1	Trait 2	Trait 3	Trait 4	Trait 5	Trait 6
Competitor 1		✓		✓		✓	✓
Competitor 2		✓	✓	✓			✓
Competitor 3		✓			✓		
New Organization		✓	✓	✓	✓	✓	✓





# Timeline

*Milestones, capital required, new key hires, FDA approval, product/marketing/market rollout*



# Important Dates

## December 2022

SU	MO	TU	WE	TH	FR	SA
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## January 2023

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## February 2023

SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4

Nov 30<sup>th</sup> – Financial Projections Due

Dec 15<sup>th</sup> – Application Due

Jan 10<sup>th</sup> or Jan 12<sup>th</sup> – Screening Committee Presentation

Jan 18<sup>th</sup> – Decisions Made – *moving forward*

Feb 1<sup>st</sup> – Final Presentations

Mid-February – Closing Documents will be completed

# Innovation Fund General Questions

Contact	Email
Julie Thompson	<a href="mailto:Julie@glideit.org">Julie@glideit.org</a>
Jim Walborn	<a href="mailto:Jim@glideit.org">Jim@glideit.org</a>

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**Thank you!**

**Q&A**