



## MAIN STREET DIVISION APPLICATION QUESTIONS

Below is a list of the application questions for the Startup Challenge. To fill out your application, go to <https://startupmontereybay.com/startup-challenge-monterey-bay/compete/>.

### Application Questions

1. Provide a brief description of your company.
2. Who is your ideal customer?
3. What is the customer problem you are solving? How important is it to your customers?
4. What is your solution (product/service) and how does it address the problem?
5. What differentiates your products or services you will provide from others in the market?
6. Where will your business be located?
7. How will your business generate revenue?
8. Who will your competitors be, and how will you compete successfully with them?
9. What have you accomplished so far in the development of your company?
10. What are the key milestones (with dates) you need to achieve to start your business?
11. How much money will you need to start your business?
12. What sources of financing will you use to start your business? Include any personal funds you plan to use.
13. How will these funds be used?