

NYC ACRE – TENANT APPLICATION

Can be copied onto a blank page. Please do not exceed 2 pages.

Name of Company:

Technology on which company is based:

Current Funding Status (please select one):

Founders only

Angel – friends/family and/or founders

Institutional – includes venture capital funds

Business and Business Model

1. **Date of Inception:** When was your company created? Indicate date and place of incorporation, if applicable.

2. **Value Proposition:** What is the company's key value proposition (e.g. low cost producer, highest reliability)?

3. **Current Structure:** Include a chart with the company's organizational structure as well as brief bios for key team members.

4. **Ownership:** Provide detail on current equity ownership, if applicable, as well as amounts/sources of any debt outstanding.

5. **General Description:**

- Describe product/service and technology involved

- Include a revenue model that details how the company will generate income

- Define and quantify key benefits to customers

- Indicate where the product is in its evolution (e.g. fully tested prototype; in initial production, market readiness; etc.)

Competitive Position

1. **Competitors:** Describe the current competitive landscape.

2. **Edge over competition:** What distinguishes your product/service from what is currently available?

3. **Sustainability:** Is this competitive position sustainable?

4. **Intellectual Property:** How will you protect your proprietary information?

Markets



1. **Target Market:** Provide an assessment of the target market for your product/service and explain how you will capture a segment of this market.

2. **Barriers to Entry:** How will you maintain your competitive position?

Customers

Who are the specific customers that you are pursuing or will pursue? Indicate whether you have any letters of intent to purchase.

Cash Flow Statement

Please download and complete the 24-month cash flow template and send along with your application. A template can be found on the website.

Name and Title of Applicant:

Address:

Phone:

Email: