C:\Users\jamie.newth\Dropbox\Soul Capital\Collateral\Soul Capital small logo.gif**Soul Capital Funding Application – Venture Summary**

**About Soul Capital**

We believe that social entrepreneurship, hybrid business logics, and the use of sustainable business models can be powerful tools for generating enduring social change. To this end, we are looking for the entrepreneurs and enterprises who will lead this movement. If this sounds like you, please complete this form and return it via email to Jamie Newth at [jamie@soulcapital.org](mailto:jamie@soulcapital.org). For more information about Soul Capital or if you have any questions about this form please contact Jamie via email or by phone on +6421452643.

**Applying for Investment**

The purpose of this form is to provide a preliminary assessment of the appropriateness of your venture for investment or financial support. Please do not provide a business plan at this stage, rather provide us with a 2 – 3 page summary which addresses the questions below. Should your application proceed to the subsequent stages, then you may be asked to provide further information.

The contents of this form will remain confidential and will not be shared with anyone outside of the Soul Capital Investment & Advisory Group (other than its technical advisers) without your prior consent.

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| The vision? |
| What is the problem/injustice you are trying to address? What is the system or process you a trying to disrupt/change? What is the market gap or opportunity you have identified? What does success look like? |
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| The target market?  What key customer insights and/or research is your venture based on? How big is your target market? What proportion of this can you realistically reach? Who are your customers (profile them briefly)? Which of them are essential to your venture? Who will beneficiaries from your venture’s social impact? i.e. who are you helping in addressing this problem/injustice? |
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| Unique value proposition? |
| What does your venture do or sell? How does this create value for customers and how is this unique? How does this address the problem or capture the opportunity outlined above? To what extent have your customers validated this value proposition? |
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| Key partners? |
| Who are your major suppliers/distributors? Who do you need to collaborate or partner with to deliver your product/service? |
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| Business model? |
| How does your venture make money? How is this financially sustainable? What are your major sources of revenue and costs? |
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| Key metrics?  How do you / will you measure your performance and impact as a social enterprise? |
| What metrics will be tracked (outputs, outcomes, impact)? |
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| Your team? |
| Who are the founders, managers, key staff, mentors, directors, etc? What are their backgrounds, expertise, experience? |
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| Main risks and critical success factors?  Identify the top 2-3 risks or success factors that your venture faces? What you are doing (or need to do) to manage or mitigate? |
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| What type and level of investment are you seeking? |
| Loan, equity, other? What are the projected returns on equity or time to payback? (Estimations are adequate at this point). What is the minimum level of investment you require? i.e. is there an alternative model you could begin with? At what stage is your venture currently?[[1]](#footnote-1) |
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| --- | --- |
| Contact Details | |
| **Name:** | **Postal Address:** |
| **Mobile Ph:** |  |
| **Email:** |  |
|  |  |

1. Examples of venture stages:   
   **Ideation**: we have a concept and need capital to develop it to a ‘prototype’ stage

   **Pre start-up**: we have fully developed offering and need capital to support our ‘go-to-market’ efforts

   **Early start-up**: we have customers and are a going concern, but we need capital to grow

   **Growth**: we are established and growing rapidly, but we need capital to resource this growth

   **Mature**: we are a well-established and stable venture but we need to capital to pivot our business model/diversify our offering to achieve greater impact [↑](#footnote-ref-1)