

Optimist Ventures Application Questions

Company Information

- Company Name:
- Founder(s) Name(s):
- Company Website (if available):
- Company LinkedIn Profile (if available):
- Date of Incorporation (if applicable):
- Company Location:
- Primary Business Category:
- Business Sub-Category (if applicable):
- Brief Company Overview (800 characters max):

Video

- Please submit a one-minute pitch about your business. Paste a link to your video.

Founder & Team

- Founder(s) Name(s):
- Founder(s) LinkedIn Profile(s):
- Founder(s) Email(s):
- Founder(s) Phone Number(s):
- Other Key Team Members (if applicable):
- Advisors & Mentors (if applicable, 800 characters max):

Problem & Solution

- What specific problem does your company solve? (800 characters max)
- How does your company solve this problem? (800 characters max)
- What makes your solution unique? (800 characters max)

Market & Customers

- Who is your target customer? (500 characters max)
- How have you validated customer interest? (1,000 characters max)
- How do you plan to acquire and retain customers? (1,000 characters max)

Business Model & Traction

- What is your revenue model? (800 characters max)
- What stage is your company currently at?
- Key traction milestones (1,200 characters max):



SPRING 2025 APPLICATION

Tech Enablement

- Describe how you leverage technology in your business. Remember, our fund thesis is "tech-enabled long-term ambitious companies." We need to see how technology enables growth in your venture. Examples include automation, subscriptions, ecommerce, specific equipment, connected devices, mobile-first apps, AI technology, etc...

Financials & Investment

- Have you raised any outside funding? (Yes/No)
- If yes, how much and from what sources? (500 characters max)
- What is your projected revenue for the next 12 months? (500 characters max)
- How will you use the \$50K SPA Note investment from Optimist Ventures? (1,000 characters max)

Founder Fit & Commitment

- Why are you the right team to build this company? (1,000 characters max)
- Are you full-time on this venture? (Yes/No)
- What do you hope to gain from Optimist Ventures beyond funding? (1,200 characters max)

Additional Information

- Anything else we should know? (Optional, 1,000 characters max)
- How did you hear about Optimist Ventures? (Check all that apply)

Application Agreement

- By submitting this application, I certify that I have answered each question truthfully to the fullest of my ability.