



Complete the following information about the profile of your business to evaluate its eligibility for the **StartUp Popular VI** Financing Program. Send the completed Evaluation Form along with the other required documents (see Part VII) by email to startup@popular.com.

Does your business meet the following requirements?

- Business of 2 years or less of operation.
- There is no business debt .
- Business has started generating sales.

I. GENERAL INFORMATION ABOUT YOUR STARTUP

Business Name

Business Address

Business Telephone

Email

Popular Preferred Branch

Date Operations Started

Legal Structure (DBA, LLC, Corp., etc.)

General Description of Business

II. MANAGEMENT TEAM

1. Name of owners or members of the management team, and detail: (a) what is percentage of participation of each one (if any) and (b) corporate titles of each one.

Name	Title	% of Participation
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

2. What are the key functions or tasks of your employees?

3. How many full-time employees does your business have (including owners and managers)?

4. How many part-time employees does your business have (including owners and managers)?

III. PRODUCT / SERVICE

1. What product(s) or service(s) does your business offer?

a. What are the hours of service?

b. How many clients do you get per month? (approximately)

c. What is the amount of an average ticket?

2. Describe your value proposition. How does your offering differ from the competition?

3. What channels do you use to offer your product/service? (e.g. business location, webpage, trade shows, etc.)

a. Specify website address and social media handles, if any

IV. MARKET

1. Describe the general market(s) for your product/service and their size.

2. Who competes directly with your business?

3. Describe your customer/consumer.

4. What is your strategy to attract more customers (marketing efforts)?

5. What principal regulations/laws affect your business or industry?

V. FINANCES

1. Answer the following questions about your business location:

Do you have a physical location? YES NO

If you have one, do you rent it? YES NO

If you own it, do you have any associated debt? YES NO

If you rent, what are the terms of the rental contract and monthly payment?

2. Indicate the amount of funds requested (maximum: \$50,000) and detail the specific use that you will give to the funds of **StartUp Popular VI**. Be precise and detailed.

3. How will the requested funds benefit your business?

4. How much have you invested in your business? Specify how much was in cash and how much in time or resources used for the benefit of the business (e.g. your own, or a family member's or friend's).

VI. ADDITIONAL INFORMATION

1. What threats can you identify that could affect your business and how would you mitigate them?

2. Why should we select you for the **StartUp Popular VI** Program?

VII. REQUIRED DOCUMENTS

Remember to include the following documents with this form:

- Balance sheet** (last year or most recent operating period)
- Income statement** (last year or most recent operating period)
- One Year **Financial Projections** of Income and Expenses
- Detailed description of the assumptions** underlying the Financial Projections
- Resume** of your business team members

If you require guidance creating a Balance Sheet, Income Statement, or financial projections, you can access a template at popular.vi/startup.

VIII. OTHERS

How did you find out about **StartUp Popular VI**? Please choose all that apply:

- Radio (Podcast, radio ad, radio show)
- Digital/Social Networks (Google, Facebook, Twitter, etc)
- Press Release
- Promo Materials (signs, flyers, etc)
- Events
- ATM Machine screen
- Popular employee(s) - Name(s)
- Friends or family
- Other