



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

Business Address  
[Text Field]

Business Telephone [Text Field]      Email [Text Field]

Popular Preferred Branch [Text Field]      Date Operations Started [Text Field]

Legal Structure (DBA, LLC, Corp., etc.)  
[Text Field]

General Description of Business  
[Text Field]

**II. MANAGEMENT TEAM**

1. Name all owners or members of the management team. Please include: (a) corporate titles of each one and (b) percentage of participation of each one (if any).

Name	Title	% of Participation
[Text Field]	[Text Field]	[Text Field]
[Text Field]	[Text Field]	[Text Field]
[Text Field]	[Text Field]	[Text Field]

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

[Text Field]

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 (i.e. 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**. 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** Program?

## VII. REQUIRED DOCUMENTS

Remember to include the following documents with this form:

- Balance Sheet** for last year or most recent operating period
- Income Statement** for last year or most recent operating period
- Financial Projections** for the next year
- Detailed description of the assumptions** underlying the Financial Projections
- Curriculum vitae** 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.com/en/startup](http://popular.com/en/startup).

## VIII. OTHERS

How did you find out about **StartUp Popular**? 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