



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).

**I. GENERAL INFORMATION ABOUT YOUR STARTUP**

Business Name  
[Text Box]

Business Address  
[Text Box]

Business Telephone [Text Box]      Email [Text Box]

BPPR Preferred Branch, if any [Text Box]      Date Operations Started [Text Box]

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

General Description of Business  
[Text Box]

**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 Box]	[Text Box]	[Text Box]
[Text Box]	[Text Box]	[Text Box]
[Text Box]	[Text Box]	[Text Box]

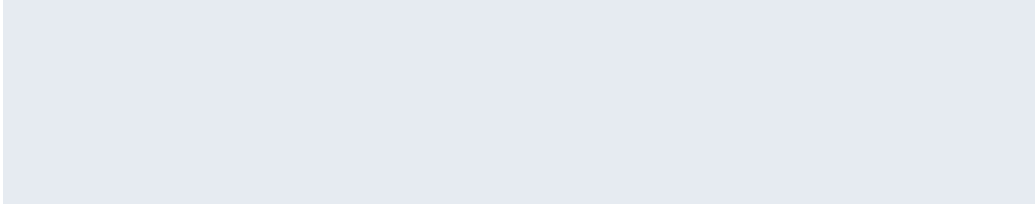
- 2. Attach the resumés of your business team members.
- 3. What are the key functions or tasks of your employees?

[Text Box]

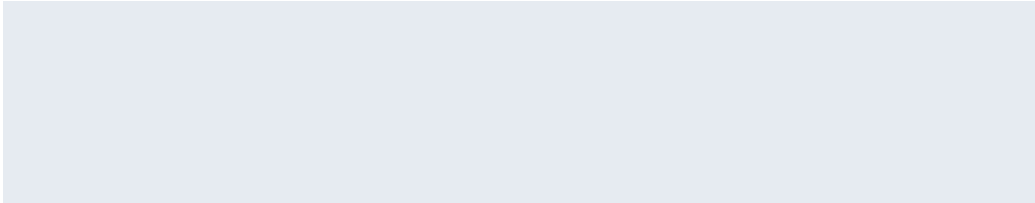
- 4. How many full-time employees does your business have (including owners and managers)? [Text Box]
- 5. How many part-time employees does your business have (including owners and managers)? [Text Box]

### III. PRODUCT / SERVICE

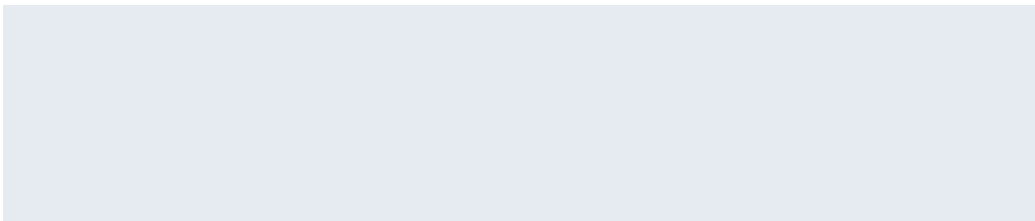
1. What product(s) or service(s) does your business offer?



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

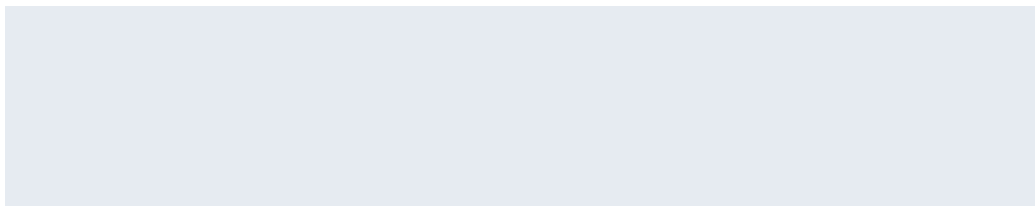


3. What channels do you use to offer your product/service? (e.g. business location, webpage, trade shows, etc.)

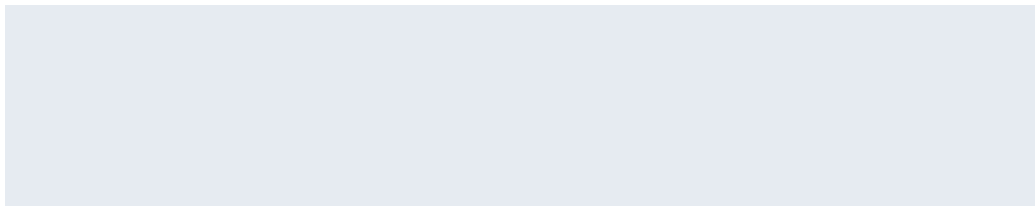


### IV. MARKET

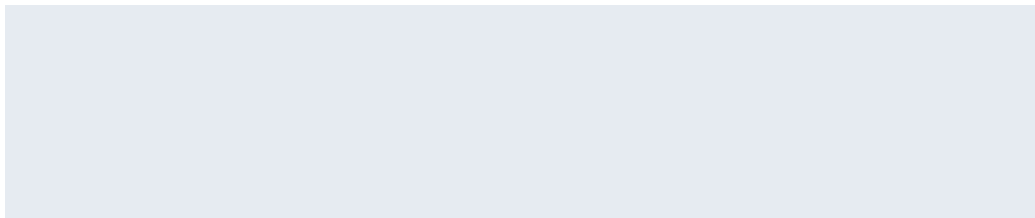
1. Describe the general market(s) for your product/service and their size.



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. Please 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?

If you own your business location, how much do you owe and what is the monthly payment of the loan?

2. What amount of capital are you requesting from **StartUp Popular** (maximum allowed: \$50,000)? Specify the use you will give to the funds. Please be as detailed and specific as possible.

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](https://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