



## Your Application to Keiretsu Forum Midwest

*Please bear with us as we transition our application platform. In lieu of the online application, please send us your deck that we will ultimately use to evaluate your company. In this application we are asking for a “long version” of your deck that will be abbreviated to a 10-minute pitch at the time of your presentation to our members (should your company be selected to present as part of our roadshow).*

**Here are the details we are looking for:**

- **Company Contact Information**

Provide full details of your company

- Incorporation address
- Correspondence address
- Address of physical practice
- Contact details of CEO (Cell number and email address)
- Contact details of other personnel if necessary

- **Problem Definition/ Company Definition**

Please define the Raison d’etre for your company.

- Why were you created and what problem are you trying to solve?

- **Company History and Timeline**

Provide details of your company history

- When was the company created?
- Walk us through a timeline of your milestone that have brought you to today.

- **The Product Mix/ Technology, IP, etc.**

Describe your product/ technology.

- What stage of development is this product/ technology?
- How have you solved the Raison d’etre for your company?

- **Market Definition/ Market Size**

Define your market.

- Explain the total market size and how you get there.

- **Go to Market Strategy**

Provide details of your GTM Strategy.

- What/ Who is your capture market?
- What is your strategy to achieve this?

- **Path Forward (milestones and timeline)**  
Following from the previous milestone slide that brought you to today, provide your path to market timeline.
  - What are the milestones?
  
- **Competitive Landscape**  
Describe the competitive landscape.
  - Who is in this landscape?
  - How is the landscape broken down?
  - Where does your company fit?
  
- **Management Team**  
Identify your leadership team.
  - Leadership team credentials.
  - Identify if your leadership team are employed/ on contracted, etc.
  
- **Board and Advisory Team**  
Provide your Board of Directors if you have one.  
Provide your Advisory Team if you have one.
  
- **Financial History and Projections**  
Provide a detailed financial history.
  - What have you raised to date and what instruments were used for such a raise (or raises).
  - Provide a summary of your P&L.
  - What is your cash on hand?
  - What is your current burn rate?
  - Summary breakdown of how your burn is spent (percentage wise).
  
- **Financial Ask and Terms**  
What/ how are you raising capital.
  - Do you have an existing round or are you starting a new round?
  - If an existing round, what instrument and how much have you raised to date?
  - If a new round, how much are you trying to raise and with what financial instrument?
  - How will this capital be used?

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Please send your comprehensive deck to:

[midwestinfo@keiretsuforum.com](mailto:midwestinfo@keiretsuforum.com) with a copy to [sotiris@keiretsuforum.com](mailto:sotiris@keiretsuforum.com).

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