



California Program for Entrepreneurship

Application Planning

Below is the list of questions on the California Program for Entrepreneurship (CAPE) Application for your use in preparing to enter your information online. Please note that all applications must be submitted online before May 1, 2011.

- Name, Address, Phone Number, Email Address, Website
- What is the name of your business/venture?
- What organizational form will it take (partnership, corporation, sole proprietorship, other)?
- Is it already in formal existence (e.g., legally incorporated)?
- Are you working with anyone on the venture? If so, what are the respective roles and responsibilities of each person?
- Describe carefully your product or service. What isn't it?
- What customer need or problem does your product or service address?
- What are its features and benefits?
- What is unique about your product or service?
- Do you or any connected party have any proprietary rights to the product service (such as patent, copyright, trademark, etc.)?
- How exactly is your product/service different from the competition?
- Why and how is your product or service better than the competition?
- How will the product/service sustain its competitive advantage?
- Are there any significant barriers to entry?
- What are the primary risks of this venture?
- Who are your target customers (age, gender, income, etc)?
- What motivates the potential customer's buying decisions?
- What is the industry that addresses this market need?
- What is the current size of this market? What is the market's and industry's potential for growth?
- What trends influence the industry?
- What must be done before the product/service is ready to introduce to the marketplace? What operations are critical to the success of the business? Which are secondary?
- What are the near-term activities and key milestones that are required for the development of the product or service?
- How long will it take before the product/service will be ready to take to market? Sketch a rough timeline.
- How exactly will you produce the product or service? What will you do in-house and what will you outsource (make vs. buy)?
- Describe the critical underlying technology and what needs to be done to develop the intellectual property position further.
- How will you market your product/service?
- How will you differentiate your product/service from others?
- What media will you utilize to promote the product/service to your customers?
- What distribution channels will you use to sell it (direct sales, mail order, wholesale)?
- Describe your marketing and sales strategy for capturing and defending significant market share.
- How will your business generate revenue?
- What are your profit expectations?
- What are the anticipated costs of production?
- Identify any other anticipated expenses.
- Describe any funding to date, the dollar amount, use of funds and the source.
- Please describe any particular social benefit that your product and/or business will provide to various stakeholders.
- Please identify any specific benefit to California and/or the local community that will result from your product and/or business.
- What is the anticipated impact on the environment by the production and use of the product?
- Why are you interested in this program?
- Please include any other information NOT included above that you believe to be relevant and important details about your business venture.
- Please include any information about yourself that would make you stand out as a superior candidate for the California Program for Entrepreneurship.
- What various types of additional business expertise would be most beneficial to your enterprise?
- Please upload your latest resume.