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| **introduction** |

*We ask all entrepreneurs who are interested in financing from ifund to read this form thoroughly and complete it. There are two reasons for this. On the one hand, we want to familiarize entrepreneurs with our vision and process. It is educational, and as an entrepreneur, you can already assess whether we are a logical fit. On the other hand, we must receive information in an unambiguous manner, so that we can go through a smooth assessment process of the financing application.*

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| **Introduction ifund** |

Ifund is an early phase investor; we invest in scalable companies that contribute to our statutory mission. We strive for a world in which humanity supplies itself with food, water, energy and raw materials, in a way that is renewable and truly sustainable in the long term. Preferably on a regional scale, with no harmful consequences for humans, animals and the environment.

Ifund is a new type of organization and disparate with other investors. We are a mix of an entrepreneurial family fund and a VC, have the legal form "foundation", are strongly mission-driven and maximize our impact by continuously expanding and increasingly working with and for other informal investors.

We bring added value to the playing field of informal investing by:

* Adding the "impact" component to informal investment
* implementing a professional and structured approach, both in the run-up to a deal, as well as in investment management and cooperation with the entrepreneur in the years that follow
* Add a strong entrepreneurial spirit and focus on growth and scale

Ifund consists of a board and investment committee of 6 people with track records in various fields. The daily operational team currently consists of 5 people: the founder (Wouter Veer), an experienced fund manager (Stefan van Eijk), an investment manager (Francine Snoek), a supporting analyst and a financial employee.

Ifund invests between € 200,000 and € 2,000,000. We usually invest with a group of other informals who have joined us. In this construction, we are the investment manager on behalf of this group. You get to know these people, but they do not have a seat at the table as shareholders. Ifund usually acts as a lead investor who independently completes the entire investment. This means that we usually do not simultaneously invest with other informals from outside our network, whom you may already be talking to. If desired, they can participate in the structure set up by ifund, making them a more remote investor. This has benefits for the investors, as it saves them much work and gives them more certainty about the structuring and management of the investment.

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| **Instruction** |

Answer the questions clearly, completely and concisely. The clearer and more complete, the quicker we can arrive at a first judgement (with a higher chance of this being positive) because this will give us a clearer picture. But keep it as concise as possible for readability and handling time. You can send an attachment, but make sure that this form alone is enough for a first assessment for our team meeting.

Try to avoid copy/pasting from other documents. Instead, answer the questions directly in this form.

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| **Proposition** |

Why does the company exist, what is the core activity, and how do you achieve your goals?

**What problem do you solve for which target group?** Clearly state your client's target group (s) and the problem they have.

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 **What is the solution to the above problem of your target group?**

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 **What is the business model?** Clearlyformulate how you are paid and why you can earn money.

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 **Which SDGs (**[**Sustainable Development Goals**](https://www.un.org/sustainabledevelopment/sustainable-development-goals/)**) does your business contribute to?** Explain briefly.

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| **Company phase** |

There are different ways to define the phase you are currently in. Terms such as pre-seed, seed and scale-up are ambiguous. We prefer the following qualifications: You are still in the "idea phase" if you have concrete plans, but no more than this. We see "proof of principle" as the phase in which the product or idea has proven to work -in a small environment- such as a lab or with a few pilot customers. "Proof-of-concept" goes further: it demonstrably works on a larger scale, and it is highly likely that it is commercially feasible. Next, you enter the "structuring phase", in which organization and management become increasingly important factors in preparing for a rapid growth phase in which you can call yourself "scale-up". Especially with the last and second-to-last phase (structuring and growing) ifund is well-equipped to help.

**In which phase would you say the company is in?** Explain which steps have already been taken to get there. If it is a technical innovation, state on which technology readiness level ([TRL](https://en.wikipedia.org/wiki/Technology_readiness_level)) the development is.

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 **Which challenges or developments do you expect to encounter, what are important milestones for the coming two years, and when do you expect to achieve them?**

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 **How many paying customers do you currently have? And what was the turnover in the last 12 months?**

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| **strengths, weaknesses, opportunities, threats** |

If you haven’t already done so: it pays off to perform a [SWOT analysis](https://en.wikipedia.org/wiki/SWOT_analysis). Strengths and weaknesses are internal factors which provide insight into the company. They distinguish you from competitors. Opportunities and threats say something about the market; they are external factors and are alike for you and your competitors. Don’t just name these items, but also connect them in a confrontation matrix; this is where the right strategy questions arise.

**State several strengths and weaknesses of your company.** Be honest and keep it clear: these are internal factors!

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 **Describe the market you are in and identify several opportunities and threats.** Keep it clear: these are external factors!

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| **competitors** |

**Which other starting or established companies focus on the same problem and the same target group that you mentioned at "proposition"?** Name the competitors with whom you compare your company, or who are in a further phase in some respects. State at least one clear strength and weakness per competitor.

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**How do you distinguish yourself from these competitors?** Name factual and demonstrable differences. Do you have an [unfair advantage](https://en.wikipedia.org/wiki/Unfair_competitive_advantage)? Do you have patents?

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| **Scalability** |

Ifund is -above all else- an impact first investor, but that doesn’t mean we don’t think big. Impact is not small and cute, impact has scale and scale needs a core business case and, therefore, a revenue model. Scale requires a market with a large and growing demand for your product or solution.

 **How do you assess the scalability of your company, and what are the plans and ambitions in this area?**

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 **Do you have a clear exit scenario in mind, or has this not crossed your mind?** If you have, what are the options?

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| **Team** |

One of the most important aspects of a business is the team; the entrepreneurs ((co-) founders or the operationally active shareholders), possibly supplemented by employed managers. Ifund usually invests in the phase with ambitious growth plans, when the team can use reinforcement. It is precisely in this area that ifund often has added value. How? By making this negotiable, ensuring that we are aligned on the topic and supporting the recruitment of crucial new team members.

 **Briefly describe the entrepreneurs, their background and their strengths and weaknesses.**

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 **How are the entrepreneurs connected to the company?** State whether the entrepreneurs are working part-time or full-time, whether there are additional activities and which (cash) investments the entrepreneurs have contributed.

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 **Which qualities are still missing in the current team?** Describe which role you are yet recruiting for and which profile a candidate should have.

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| **Structure and financing** |

Appropriate legal and financial structuring is an essential precondition for good cooperation amongst the entrepreneurs and between the entrepreneurs and the investor(s). The structure must ensure that the interests are balanced, and the company can always maintain momentum and continue, even if times are rough or a difference of opinion arises. Ifund can provide guidance in this regard. We need to have an early insight into the organizational chart, the current capitalization table (CAP-table) and earlier financing.

**Describe the current structure.** Provide the names and Chamber of Commerce numbers of the entities concerned from shareholders up to (and including) the company itself and indicate what percentage share interests there are.

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**Indicate which financing has taken place from the start of the company and in what form.** So, all loans and deposits by shareholders or investors. (Who, when, which amount, which form)

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| **Investment requirement** |

A logical investment requirement arises from a cash flow forecast, which is a combination of an operating budget and an investment budget. In an operating budget, you make a forecast of the turnover and costs per month for the coming two (or more) years, in a way that can logically be traced to a set of assumptions (such as the number of products or services to be sold, the price per piece, etc.). Purchase value, staff planning, etc). In an investment budget, you make clear which one-off investments you will make and when. In this way, an estimate of your cash deficit over the coming months and years follows and a logical timing can be devised for when how much money is needed.

 **What is your investment requirement - possibly in tranches - and "use of funds"?** Give the most important conclusions from the operating budget and investment budget. Also, explain the "burn rate" and "runway" (if applicable) and add the budgets as an appendix.

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| **Follow-up** |

Thank you for going through and completing this form. If it is complete, we will discuss your request in our team meeting within a few weeks and send you a response. Whether there will be a follow-up depends on many things. Of course, it is essential that your business is a good match with the ifund mission and that you do it in a way and with a team that we trust. Additionally, the company needs to be in a phase where we believe we have more to add than money and that we make an additional impact. (That is not the case, for example, if you do something that many others do or that equally suitable investors are already waiting in line for you.)

And last but not least: the route must coincide with our planning. We have a small team and want to work thoroughly. Often several new processes are running simultaneously and the entrepreneurs in which we have previously invested also take a lot of our time. Because we want to be dedicated, we sometimes have to say "no" if everything seems to be right, but at that time we do not have the capacity to drive a company through the investment process.

 **Is there anything else that we did not ask for, but you would like to share?**

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