

WELCOME!

Ben Franklin Technology Partners of Southeastern PA (“BEN”) Health & Digital Health Application for Investment

Company Name: _____

Primary contact (name, email, phone): _____

Funding Amount Sought from BEN: \$ _____

Total amount being raised: _____

PA County of headquarters: _____

Date: _____

Introduction

- This application is intended for companies asking \$100,000-\$500,000 from BFTP.

Summary [Non-Confidential]

- Provide a brief summary of the company’s business with reference to the problem being solved, business model, and technology being utilized.

Expected Outcome for Funding Round [Non-Confidential]

- Briefly explain the goals of the current funding round and the associated deliverables, both technical and commercial. We will request a more detailed description in a different section.

Key Founding Personnel [Non-Confidential]

- Please provide a list of key founding personnel. Briefly describe the roles in company management, level of commitment (part-time, full-time), skills, education, and relevant experience.

Funding, Budget & Milestones [Confidential]

- Describe the company's funding history to date. This entails current capital structure, all investors, and amounts/dates invested in both cash and in-kind contributions. Note that a complete capitalization table will be requested in a different section.
- Please see the Excel templates for Budget and for Milestones. We ask that you complete these with this application. This should be sent to you by your contact at BEN.

In addition to completing these two spreadsheets, please provide a brief narrative here, describing the source of the funds sought beyond the Ben Franklin investment and summarize the proposed use of proceeds.

Market and Unmet Medical Need [Confidential, where applicable*]

- Briefly describe the overall relevant market. Define the company's target segment(s). Specifically address the unmet medical need.
- Quantify the size and growth characteristics of the target market.
- Identify key direct and indirect competitive technologies and approaches.
- Describe the company's competitive advantage or barrier(s) to entry over the competition.

*** "Where applicable" with respect to confidential information means that which is specific to the applicant company and which is flagged as confidential.**

Marketing/Distribution or Business Development Strategy [Confidential]

- Briefly describe the company's business model & marketing strategy. For many life sciences companies, this section should be used to describe business development and partnering plans. For health IT companies, a more traditional sales and marketing strategy should be described.

- Describe the company’s marketing efforts and results to date, if applicable. Alternately, for development stage companies, fundraising and business development efforts for partnering may be briefly described.
- If applicable, describe key sales & commercialization-related milestones achieved to date.

Summary Financial Results/Projections [Non-Confidential]

- You will be asked to provide (confidential) Financial Statements at a later date. Please provide summary financial results and projections here.

	2022	2023 YTD	2023 Projected	2024 Projected	2025 Projected	2026 Projected
Revenue (sales)						
Cost of goods sold						
Gross margin						
Grants						
Fundraising						
Non R&D expenses						
Direct R&D expenses						
Total expenses						

Product Development Status [Confidential]

- Provide a summary of the company’s technology and current products, including pictures if desired. Reference to source of technology’s development and intellectual property rights should be referenced.
- Describe the stage of current product development efforts, e.g. prototype development, preclinical animal studies, product testing, etc. Later, we may ask for copies of data, journal articles and other support.
- Describe the product development plan.

Healthcare Economics [Confidential, if applicable**]

- Describe who will pay and why including under third party payor reimbursement models.

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Regulatory Strategy [Confidential, if applicable**]

- Describe the proposed regulatory pathway, summarizing any regulatory guidance received to-date, if applicable. If not pursuing regulatory approval, describe why.
- Describe your strategy for meeting all proposed regulatory requirements. This should include information on pre-clinical studies and expected clinical studies, including end points, study design and other details.

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Intellectual Property [Confidential]

- Describe the intellectual property strategy of the company broadly.
- List and briefly describe all pending and issued patents, including patent numbers.

Agreements [Confidential]

- Please list all material agreements to which the company is party. This list should include consulting agreements, license agreements, sponsored research, collaboration agreements, grants, management agreements, etc. Later, we may ask for copies of any of these, if in due diligence.

Personnel Needs & Roles [Non-Confidential]

- For everyone who will be involved with the company over the next 12-24 months, provide their names, titles and roles in the development or commercialization plan activities. If these positions are not filled, a description of the title and role is fine.

Longer Term Budget Planning [Confidential]

- Provide a 24 month budget with associated milestones, in excel format.

Table of Company Ownership Interests/Stock [Confidential]

- Provide a complete Capitalization Table. It should include funds invested and class of stock information.