

Applicant Supplemental Information

# Social impact

1. What are the impact metrics that your company proposes to report to our network on a quarterly basis? As a reminder, in your prior Application Agreement your company agreed to make such reports.

# Funding and Exit scenarios

1. For any investments previously raised, please provide the following information: date, investors, terms and post-money valuation, and copies of executed investment instruments.
2. Members of our network have expressed interest in potentially funding your company. The next step is for members of our network to conduct a detailed due diligence (DD) review of your company and the business opportunity. With your cooperation, this process typically takes 60 - 90 days to complete. If outcome is positive, SWAN attempts to complete funding within 30 days.   
     
   In order for neither party to waste valuable time and resources, it is appropriate to confirm the terms of the potential transaction.   
     
   If there is an existing term sheet, provide a copy as the reference point and validate. Otherwise, please state:

• Type of transaction: (convertible note, etc.)

• Terms: (interest rate, discount, term, valuation cap and discount, etc.)

What amount of the current raise will your company make available to SWAN for investment if we complete am investment within 120 days?

1. Are you in discussion with additional investors at the current time? If so, what is the status of that discussion and what is their interest level?
2. Amount and timing of required follow-on rounds?
3. What is the expected exit? What are examples of recent start-ups in this general market space that have had successful exits or which have failed?

# Corporate Structure and Governance

1. Company’s corporate structure (C corp., S corp., LLC or LP), state of incorporation and date of incorporation
2. Name and firm of corporate lawyer
3. Please provide the cap table, showing percent ownership for each of the executives and of the major shareholders/investors.
4. Who is on the board of directors, and how are they compensated?
5. Has the company been involved in any litigation or been threatened with litigation?
6. Does the company have all required permits and licenses?
7. Has the company received any citations or notices of violation?
8. Please provide minutes from all board meetings.

# Finances

1. Please provide copies of the annual P&L and balance sheet reports for all prior years.
2. Please provide a copy of three-year, forward-looking, detailed financial plan. A detailed Excel spreadsheet is preferred with the forward-year-one detailed by month and forward-years-two and three detailed by either month or quarter.
3. Provide information on all balance sheet liabilities, including, but not limited to, convertible debt, bank loans, personal loans, lines of credit, credit card debt, accounts payable, and other obligations to third parties. Provide a copy of the all agreements.
4. Please indicate if any of this investment will be used to reduce balance sheet liabilities.
5. What is the current cash balance? What is the fume date assuming no new investments are received?
6. Have all tax returns been properly filed?

# Market Size and Customer Problem Verification

1. Please provide contact information for three payers that we may contact (aka, customers or potential customers).
2. ASP: average sales price of current customers (bookings and revenue) and qualified pipeline
3. Sales pipeline: provide pipeline of “qualified” prospects, including projected closing date(s), estimated booking value, and revenue

# Go to Market

1. Please provide a copy of all payer and/or sale- channel-partner contracts, purchase orders and/or or letters of intent
2. Please provide the name of sales channel partner organizations, and a reference contact at the most significant channel partner.
3. Sales cycle: describe sales cycle, including average time to close from initial contact and who the key decision makers are in the sales cycle
4. Sales Team: who is head of sales, # dedicated sales staff and whether “inside / telesales”, or outside sales, and related plans to hire sales after funding
5. Marketing: plan specifically related to generating new prospects
6. What IT tools are used or needed to support the scaling of the sales operation?

# Team

1. Is CEO working full time for the company? If not what is the plan for getting a full-time CEO?
2. Please provide three personal references for the CEO (with phone number and email address).
3. Who is acting as CFO, sales executive, marketing executive, and engineering executive?
4. What senior managers need to be hired in the near term?
5. How are management and all other employees being compensated?
6. Does the company have an option plan, and have options been granted to all employees? What percentage do the founders have as compared to other key management and the rest of the company?Technology/IP

# Development

1. Provide a summary of the development work to be funded by the current financing.
2. What is the starting point for that development?
3. What are the biggest risks?
4. What work will be outsourced versus being done internally?
5. Is it proprietary architecture or open-source code?
6. How easy would it be to a competitor to duplicate the technology?

# Patents

1. Pleased provide all issued patent numbers.
2. Please provide a copy of all patent applications (provisional and utility).
3. Please provide a copy of the company’s Employee Intellectual Property Agreement and indicate if all employees have executed this agreement without modification.
4. Do any other companies have potential claims to the IP resulting from previous employment relationships or for any other reason?
5. Has the company properly set up consulting agreements to ensure ownership of all intellectual property?
6. Does the company own all necessary intellectual property through internal development or licenses?
7. Do any other companies have potential claims to the IP resulting from previous employment relationships or for any other reason?

# CERTIFICATION

To the best of my knowledge and belief, all of the following information is correct:

* The previously supplied Application Form
* Most recently supplied Pitch Deck
* All information being submitted in response to this supplemental information request.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# COMMUNICATION PLEDGE

If funded, the company agrees to provide quarterly business/financial and impact metric updates to the investors

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_