

## 2019 NAR REACH Accelerator Application

Note: Please be as comprehensive in your answers as possible. If you are tempted to decline an answer because you believe it to be confidential, please tell us as much as you can that is not confidential (we do not sign NDAs), however, note that we will rely on the thoroughness of your application to make our decisions and also note that we will not share your information outside the confines of the NAR REACH® Management team.

# **Company Basics & Overview**

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**Company Name:**

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**First Name**

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**Last Name**

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**Email Address**

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**Company URL**

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**Phone Number**

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**Company Address Line 1**

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**Company Address Line 2**

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**City**

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**State**

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**Postal Code**

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**When did you open up shop? (mm/dd/yyyy)**

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**How & Where are you organized?**

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**What's the backstory – why did you start this company?**

**Please describe what your company does in one sentence**

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**Longer, but still concise description of the company**

**What is the problem that you are trying to solve?**

# Team

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Who is/are the founder(s)?

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How many full-time employees do you have?

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What makes your team excellent? *(Past success/awards/education/experience/etc)*

# The Market

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What market are you serving?

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What is the market opportunity? *(What is the size of the market you are going after?)*

Why is “now” the right timing for your company?

# **Business Model**

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**How do you make money?** *(Who Pays? What do the margins look like?)*

**What does your typical customer look like?**

**How do you reach your customers?**

# Traction

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**Where are you now?** *(Please select from one of the following to describe your company)*

Startup- a beta product is in the marketplace

Launched – Currently collecting revenue

Live – we have revenues at/or approaching 1M

Approaching Scale – We have revenues at/surpassing 1M

Full Steam Ahead – we are cash flow positive

Other – Please describe below

**If you selected “other” for the previous questions, please describe**

**What have you achieved to date?** *(Any measurable, trending metrics you wish to share)*

**What makes you excited about your progress?**

**What industries are you currently serving and approximately what % of your business comes from each?**

## **Fundraising**

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**Have you raised any money to date?**

*(Please tell us about your fundraising history-total amount raised, key investors, etc)*

**Are you raising money now?** *(If so, what is your target? What % filled?)*

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# Strategic Fit

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**Why are you interested in the REACH® Accelerator program?**

**What will define “success” for you at the end of this program?**

*(How do you feel REACH® will assist in your company’s growth?)*

**If you accepted into REACH®, how will you contribute to helping your fellow REACH® companies succeed?**

## Misc.

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Have you been part of Incubator or Accelerator program in the past? *(If so, which one? Tell us about it.)*

How did you hear about REACH®?

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Do you know anyone at SCV, NAR, or within the REACH® mentors/advisors?

Is there anything else you would like to tell us?

Submit by email to: [info@narreach.com](mailto:info@narreach.com)