

This is a list of the questions on the application form. Note to applicant: **you must complete the application form via the online portal.**

Your details

1. Company Name

2. Trading Address

3. Website

4. Applicant Details

First Name

Surname

Email Address

Contact Number

5. Company Registration Number

6. Year Founded

7. Company Type

- Private Limited by Shares
- Private Limited by Gurantee
- Limited Liability Partnership
- Community Interest Company
- Charity

8. Clinical Area

Your pitch

9a. Elevator Pitch

Sell your company in 60 seconds. What's the problem, and how do you solve it?

9b. Supporting Materials (video)

Here is an opportunity to enhance your application by uploading a 90 second video. This can be done through the main application page or within the text box for URLs. Please ensure your video clearly articulates the USP, the problem and the solution.

9c. Supporting Materials (pitch deck)

Here is an opportunity to enhance your application by uploading a pitch deck either in powerpoint or PDF format.

10. Funding Requirement

What is your current estimated fund raise requirement? **(GBP)**

11. Growth Strategy

Where do you see yourself in 5 years time - and how will you get there (high level)? **Word count: 100**

12. Planned Use of Investment

If you receive the funds requested, how do you plan to spend them? Please separate out your intended uses across the lines provided.

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>
6	<input type="text"/>
7	<input type="text"/>
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13. Next Steps

Once your solution starts to scale, what other opportunities can you see your company exploring? Please outline a few potential ideas in the spaces below.

1

2

3

4

5

Finance

14. Funding Streams

What has been your funding to date (chronological order). (All figures in GBP).

	Date (MM/YY)	Amount	Funding Source	Equity Released
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
7	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

8	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
9	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

15. Pre-money Valuation

What is your current valuation - and how did you arrive at this figure (self calculated, advisor etc).
(All figures in GBP).

Current Valuation

How did you arrive at this figure?

16. Latest Annual Turnover (All figures in GBP).

17. Burn Rate

What are your current monthly costs? (All figures in GBP).

18. Cash in Bank

How much cash is your business holding? (All figures in GBP).

19. Runway

How long will your current funding carry you (months)? (All figures in GBP).

20. Financial Model

Please download this template provided by RYSE and complete it with information about your: Sales and Cost of Goods Expenses Financing CAPEX Then upload the document below. (All figures in GBP).

Your business

21. Mission

In a sentence, describe your company's mission.

22. Description of Offer

What is your offering? What need does your offering meet and how does it meet this need? What does your offering aim to achieve? **Word count: 200**

23. Total Addressable Market

Please provide calculations for the total addressable market for your offering. **Word count: 100**

24. Impact

What evidence is there to support the problem that you have articulated? (primary and secondary sources) **Word count: 100**

25. Stage/Development of Offer

Describe the maturity of your offering in terms of development, outlining previous versions, detailing any pilots, clinical trials and current clinical/commercial partnerships. **Word count: 200**

26. Competitor Analysis

Describe your competitors and how they position against you (please include your own company).

	Company Name	Offering	Price	Strengths	Weaknesses
1					
2					
3					
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10					

27. Unique selling point (USP)

What differentiates your offering from the other offerings currently on the market? Please list your USPs below.

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>

28. Regulatory Clearance, Intellectual Property and Licensing

What kind of Intellectual Property (IP) do you hold, and how does it protect your commercial interests? Who owns the IP? Under what regime of Regulatory Clearance do you currently operate and what certifications are you relying on obtaining? **Word count: 200**

29. Implementation Strategy

Will your solution run in parallel to legacy systems or replace them? What data will you require, and what data will you generate? What level of integration with incumbent systems is required? What level of training is required before an end user can use the solution? **Word count: 200**

Operations

30. Operating Model

What is your operating model, who do you see as your end clients and users, describe your commercial strategy and how the firm is organised to deliver this? **Word count: 400**

31. Number of Employees

Please provide the number of staff directly employed by the company (this excludes contractors and consultants etc).

32. Sales & Marketing

Please detail the planned path to market for your offering and the activities required to execute this. **Word count: 400**

33a. Team

Please describe your team, including any advisors and non-executive Directors.

	Name	Bio	Role	LinkedIn
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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10	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

33b. Add more team members?

- Yes
- No

34. Investors/Capital Funding

	Shareholder	Shares	%
1	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>
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35. How did you hear about the RYSE Digital Health Call?

- Twitter
- LinkedIn
- Digitalhealth.London website
- RYSE Asset Management website
- Conference/ Networking event
- Newsletter
- Word of mouth
- We applied last time
- Other, please specify... _____