

**APPLICATION TO PRESENT AT THE
2020 SIEGE INVESTMENT CONFERENCE**

(To Be Held Via Zoom from 8:30 am until noon Friday, November 13, 2020)

INSTRUCTIONS FOR FILLING OUT THIS FORM

This document is not a fillable form. It will be distributed to judges and panelists the day of the conference. Please call Rob or Lynn at 678-506-8828 if you have any questions.

LEGAL DISCLAIMER

THE INFORMATION IN THIS APPLICATION AND IN ANY OTHER DOCUMENTS AND ANY INFORMATION WE PROVIDED IN OR IN CONNECTION WITH OUR PRESENTATION AT THE 2020 SIEGE INVESTMENT CONFERENCE ARE FOR INFORMATIONAL PURPOSES ONLY AND DO NOT CONSTITUTE A SOLICITATION OR OFFER TO SELL OR PURCHASE SECURITIES. IN THIS REGARD, IT IS UNDERSTOOD THAT THE SIEGE INVESTMENT CONFERENCE IS PRIMARILY AN EDUCATIONAL EVENT.

We will continue to accept applications until we have selected at least 10. We intend to start reviewing applications on September 30 and may begin filling slots at that time. The earlier you apply, the better are your chances to be accepted. Following the prescribed format also increases your chances of acceptance.

NAME OF PRODUCT OR BUSINESS:

<p>Contact Information Name Address Email Phone Development stage ex: Startup or Revenue or Profitable Year founded XXXX Management Team Name Position Name Position Name Position Funding Sought \$0 Use of Funds 0% Product Development 0% Marketing/Sales 0% Operation/Inventory 0% Existing Debt 0% Legal/Other Current Monthly Burn Rate \$0 Current Monthly Revenue \$0 Current Investors Name Name</p>	<p>ONE LINE PITCH: What are you trying to create or accomplish? <i>Make sure to keep this from one to three sentences.</i></p> <p>PROBLEM/OPPORTUNITY: <i>What problem does your business intend to solve? What opportunity does your business plan to exploit? Why have others not addressed it before?</i></p> <p>BUSINESS SUMMARY <i>This is a 1-2 sentence summary of your business, NOT your development project. Highlight the mission of your company.</i></p> <p>TARGET MARKET How large is the market, where is it and who are the customers?</p> <p>COMPETITION <i>Describe your competitors and how you are positioned relative to them. What is your unique competitive advantage?</i></p> <p>PRESENT POSITION What has your business accomplished thus far? <i>Describe what development has been completed to date including answers to the following questions:</i></p> <ol style="list-style-type: none">1. Do you have a mockup, working or not working prototype or saleable product?2. Do you have designs and/or specifications?3. Do you have any flowcharts or mind maps illustrating any aspect of your development plans or services offered?4. Is coding needed? What is your state of progress in completing coding?5. Where are you with testing? <i>None? Alpha? Beta? Product ready for sale? Product being sold? Results?</i>6. What feedback have you received from testing, surveys or similar activities?7. Have you had any purchasers/customers? If so what feedback have you received?
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SALES CHANNEL

Describe the channel you (intend to) use to sell your product. (*App Store, Steam, Google Play store, self-publish / direct sales, etc.*)

CUSTOMER ACQUISITION STRATEGY

Describe how you will acquire your customers.

INTELLECTUAL PROPERTY

Have you applied for any marks that are or may be registered with any state or country? If so, list here:

Have you applied for or do you own any patents that are currently pending or have been registered in any country? If so, list here:

Have you applied for or do you own any registered copyrights? If so, list here:

FINANCIALS

[Show revenue, costs, and profits for 3 prior years and projections for 3 future years].

OFFER TO INVESTORS

What percentage of your company are you planning to sell to investors and how much are you trying to raise for such percentage?

Other issues relating to investors, such as share preferences and prior sales to earlier investors should be discussed only if asked by someone who appears to be interested in investing.

MANAGEMENT TEAM

[Describe the core management team including their years of experience and relevant work experience.]

ARE YOU ELIGIBLE FOR THE “BEST STARTUP” IN THIS COMPETITION?

Any such company will not have received investments of more than \$15,000 including investments by founders, and their friends and family, and outside investors? Additionally, revenue from the prior calendar year and revenue to the date of submission in the current fiscal year, must not have exceeded \$15,000.

MENTORING

Please check all that apply:

We would like help creating or improving our response to the profit and loss question under “FINANCIALS” above. _____

We would like help preparing to speak at the conference. _____

QUESTIONS ABOUT THIS FORM

Feel free to call Rob Hassett at 678-506-8828 if you have questions about completing this form.

RIGHT TO USE

By completing and submitting this form and/or any response to this form, the applicant, and individuals submitting this on behalf of applicant, represent and warrant that the material submitted may be provided to and reviewed by individuals who participate in the conference or otherwise are given copies, that any and all participants in making a presentation at the conference understand and agree that their appearance in the conference may be recorded and/or streamed, that any recordings may be streamed later and that their name and/or image may be used as part of or to promote any future investment conference or successor investment conference.

It is understood that the use of your name in any submission you make of this document constitutes submission with your written signature.

SUBMITTED MATERIAL NOT CONFIDENTIAL

Any person submitting material for use in connection with the SIEGE BUSINESS CONFERENCE acknowledges and agrees that the material submitted is not confidential. You should not submit any material you wish to have remain confidential.