**Forever Living Homes Application Form**

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| Company Name |  | |
| Contact Name |  | |
| Where are you based? |  | |
| Describe your solution |  | |
| B2B/B2C |  | |
| Existing Customers / Sales |  | |
| Previous Funding (Grants, Angel, VC, IUK etc) |  | |
| Shareholders |  | |
| What is next on your business roadmap? |  | |
| Are you looking for investment, if so, how much and what will you spend it on? |  | |
| **Problem** | |  |
| What problem does your solution address? | |  |
| **Solution** | |  |
| Please give examples of where you have demonstrated your solution | |  |
| Explain how you intend to demonstrate your solution to tackle the challenges outlined in the Forever Living Homes programme. Please give examples of your understanding on the PfP market and challenges with any reference to medical or academic research. | |  |
| Please explain how your product can be integrated with other similar products | |  |
| If your solution is a digital product, please explain what protocols you have in place for communication and data transfer (e.g. would your solution be relying on wifi?) | |  |
| What are the risks for your solution to be deployed in the PfP market? How do you plan to mitigate? | |  |
| **Market & Audience** | |  |
| What is your target market? Please give examples of deployment carried out. | |  |
| How do you know your users want and need it? What validation has been done to determine this? | |  |
| **Competition** | |  |
| Who are your competitors? | |  |
| How do you differentiate their offering from the competition? | |  |
| **Financial** | |  |
| Are you currently revenue generating? Please give more information | |  |
| What are your income and cost projections for the next 1 – 5 years? | |  |
| **Team & Operations** | | **Scoring criteria** |
| How many staff (FTE) do you have? How many founders or directors? | |  |
| What gaps do you have in your expertise or skills? | |  |
| Do you have any suppliers? Who are your suppliers? | |  |
| **IP & Legal** | |  |
| Have you protected their IP? What element of your solution is protected? | |  |
| Do you comply with Data Protection and GDPR? | |  |
| Do you have insurances in place to protect liabilities, operations and employees? | |  |
| Do you comply with industry specific compliance and regulation? Have you measured the impact of any upcoming legislation changes in this market?  Please give examples of how you are complying, or intending to comply with regulations within the health tech / age tech / med tech industry. | |  |

I agree that I have answered truthfully to the best of my knowledge in all of these questions (Please indicate **Yes**): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_