



CALIFORNIA ASSOCIATION OF REALTORS®

Innovator's Workshop - Intake form

Innovators Workshop Application

If you're an innovator with a product that's unique and valuable for real estate, we want to hear from you.

Information that is required is identified with an *. All information not required is highly desirable and may be required to progress through the evaluation process.



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 for now (we do not sign NDAs at this stage). This application may be shared with C.A.R. and its subsidiary company staff and the Innovators Workshop Advisory Group.



Applicant Information*

Applicant Name:

Applicant Title:

Primary Contact Email:

Primary Contact Phone:

Innovative Product/Company Information

Company or Product Name:

Company or Applicant Website:

One Sentence Description of Your Company, Product, or Idea*:

Slightly longer elevator pitch for your company, product, or idea (150 words or less)*:

Link to a video/demo/slide deck that explains your company, product, or idea (Please keep your deck to no more than 20 slides)*:

The best presentations will include:

1. What the company or product/service does
2. What problem it is trying to solve
3. The market size (real estate + other industries if applicable)
4. The addressable market size
5. Go to market strategy: how you will get your customers and ultimately make money
6. Competition
7. Financial projections and major assumptions
8. Historical results if applicable
9. Team

Please select from one of the following to describe the stage of your company, product or idea*:

- Idea - a viable idea that can be commercialized and launched within the next 3 months
- Startup - a beta product is in the marketplace
- Live - we have revenues at or approaching \$1M
- Approaching Scale - revenues greater than \$1M
- Full Steam Ahead - we are cash flow positive
- Other

Briefly describe your business model:

What's the backstory - why did you start this company or come up with this idea?

What is the #1 way you hope we can help you?

Why do you think that C.A.R. is a good partner for this venture?

How will the implementation or deployment of your idea in the marketplace help to advance the real estate industry, REALTORS®, and/or homeowners?

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

Why does it make sense for your company or product/service to enter the Real Estate industry?

How much money have you invested in the company, product, or idea and in what time frame? What was the money used for?

Who will be your target customers within real estate? How do you plan to reach them?

Are the founders dedicating 100% of their employment time to the company (no other school or job commitments)?

- Yes
- No

How much time (%) are you currently dedicating?

Who are the shareholders and what percent does each own? If you have funding, how much, at what valuation(s)? Include funding raised to date, rounds raised, and list your investors:

Number of Employees:

Have you been part of an Incubator or Accelerator program in the past?

- Yes
 - No
-

Which one? Tell us about it:

Is there anything else you would like to tell us?

Thank you



Thank you for your participation, we are excited about the possibility of teaming up with you on your new product or service!

Your application is being reviewed by C.A.R. staff and its Innovators Workshop Advisory Group. If your idea is one that we wish to pursue, you will be contacted about next steps using the information provided in this application.

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