



CALIFORNIA ASSOCIATION OF REALTORS®

## Innovator's Workshop Application

# 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:

Provide a brief description of 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). Include as much of the following as possible:

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. Competition
5. Financial projections and major assumptions
6. Historical results, if applicable
7. 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?

- Financial investment- requested amount:
- Marketing partnership (help promoting your product/service to REALTORS®)
- Acquisition of your company/product/service
- Other

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 add?

**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.