

SILVERGATE INVESTMENTS

Application guidelines

First impressions matter so feel free to tell us about your business in a format which works best for you, be it a text document or a more visual presentation. If you produced a video, send us a link. If we should download your app, do provide us with details. Please send us your product samples, if appropriate, using the address below. Do make sure you address all the points below even if very briefly. All applications must be made in English.

- Tell us about your business. What problem does it solve? What makes it stand out?
- Tell us about your addressable market. Why do you think it's attractive?
- What is your business model? Regardless of whether you are already making money or not, please explain your revenue model.
- What is your growth strategy?
- What have you achieved so far? Please share any KPIs / financials which would help us get excited about your business traction.
- Don't forget to introduce yourself! Tell us about the founder(s) and any other key members of the team.
- How much funding are you looking to raise and how will the money be used?
- Have you already received commitments from other investors? If so, how much and at what valuation?
- Have you raised money previously? Please provide details.
- What else would help tell your story and get us excited about backing your business? E.g. is there any defensible IP in your business? What gives you an advantage over your competitors?

Please email your application to jb@silvergateinvestments.com
and send your product samples to

Jana Bakunina
Silvergate Investments 2
4th Floor, York House, 23 Kingsway
London, WC2B 6UJ
United Kingdom

Good luck!