

How to Apply for Funding to The Alliance of Angels

The Alliance of Angels has implemented Spark to process all applications for funding. Spark is a tool used by a growing number of angel groups – once you apply to one group via the tool it is easy to apply to others. This document will guide you through how to complete the necessary applications.

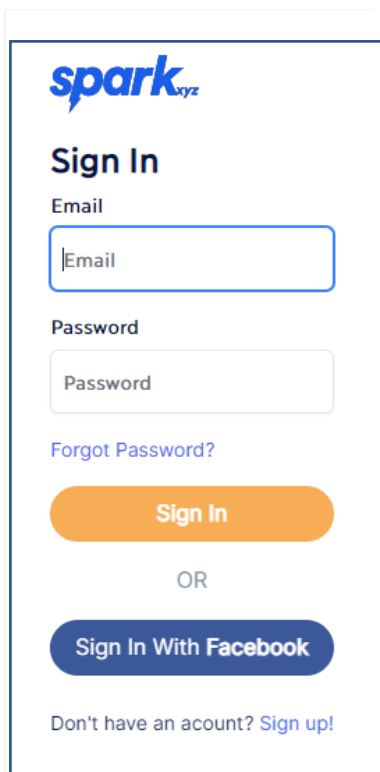
Note: there are many fields in Spark that are not required for an initial application to the AoA – though some of these may be required as you progress or are required by other angel groups.

[Link to Apply via Spark](#)

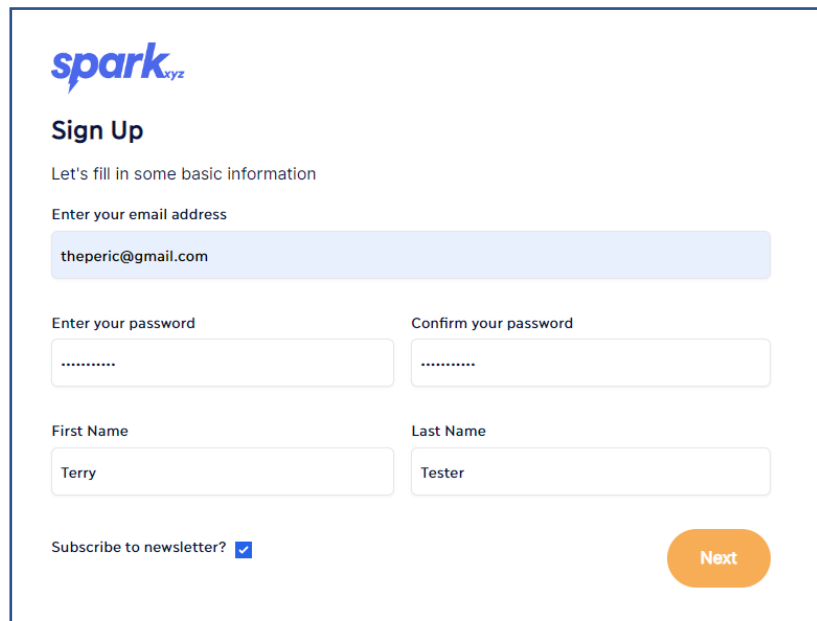
[Application Guide](#)

Step 1: Create an Account

If you have not created an account already by applying to another angel group on Spark, you will first need to create an account. You can sign in with Facebook or with an email address:

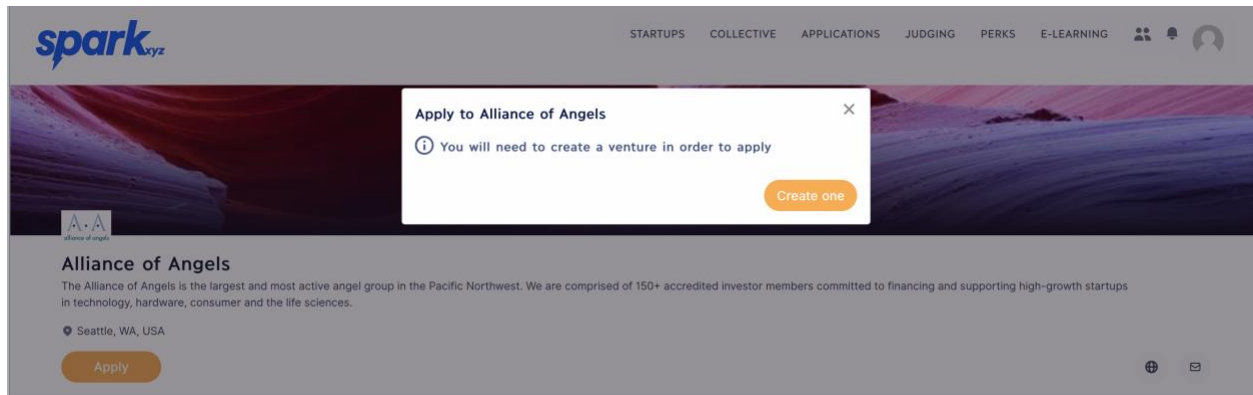


The screenshot shows the 'Sign In' page for Spark. At the top left is the Spark logo. Below it is the heading 'Sign In'. There are two input fields: 'Email' and 'Password'. Below the password field is a link for 'Forgot Password?'. There is an orange 'Sign In' button. Below the button is the text 'OR'. There is a dark blue button labeled 'Sign In With Facebook'. At the bottom, there is a link: 'Don't have an account? Sign up!'.



The screenshot shows the 'Sign Up' page for Spark. At the top left is the Spark logo. Below it is the heading 'Sign Up'. The text says 'Let's fill in some basic information'. There is an input field for 'Enter your email address' with the value 'theperic@gmail.com'. Below that are two input fields for 'Enter your password' and 'Confirm your password', both containing '.....'. Below these are two input fields for 'First Name' (with the value 'Terry') and 'Last Name' (with the value 'Tester'). At the bottom left, there is a checkbox for 'Subscribe to newsletter?' which is checked. At the bottom right, there is an orange 'Next' button.

Step 2: Create a Profile for your Company:



You will be asked to complete a few basic questions on your company and upload a pitch deck.

Profile

Tell us about your startup.

What is the name of your startup?

Acme Widget, Inc

What is your venture's one-line elevator pitch?

Enter your elevator pitch (max 280 characters)

What need is your venture solving? What pain is your customer feeling?

What problem are you solving?

Tell us about your venture.

Tell us about your venture.

This may look overwhelming, but many sections are not required. Areas that are required are highlighted in **Red**.

During the next steps, there are opportunities to modify existing information and add new information, so if you get error notices they can be resolved later.

Step 3: Flesh Out the Application

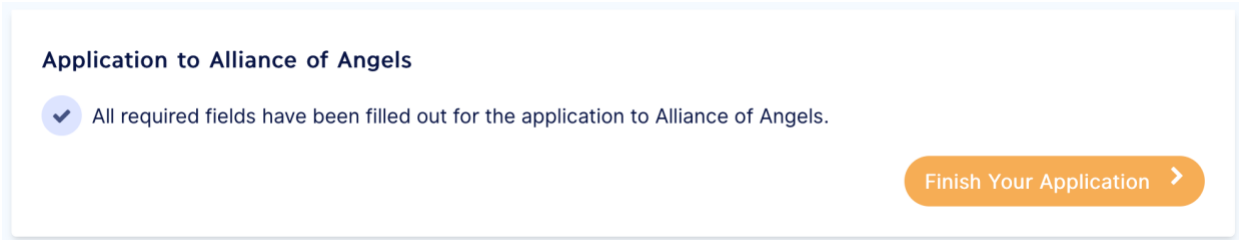
Once you create the company you will see the Profile Page:

The screenshot shows the Spark.vc profile page for 'Acme Widget, Inc'. At the top, there is a navigation bar with links for STARTUPS, COLLECTIVE, APPLICATIONS, JUDGING, PERKS, and E-LEARNING, along with user icons. Below the navigation is a large banner image of a desert landscape. The profile header includes the company name 'Acme Widget, Inc' and a sub-header 'One to two sentences on what you do.' with an 'Edit Profile' button. A 'Pro Tip!' box provides instructions on how to use the profile page. To the right, there are sections for 'Venture Page Visibility' (set to 'Public View'), 'Share' (with social media icons), and 'Capital' (with a pencil icon).

Many sections are not required at this stage in the application process. Areas that are required are highlighted in **Red**:

The screenshot shows the 'Pitch Deck' section of the application process. The section is currently 'Hidden', as indicated by a toggle switch and a 'Hidden' label. A 'Pro-tip' states that this section is shown when submitting an application. Below the tip, there is a prompt to 'Upload your pitch deck!' with a note that the maximum file size is 75 MB and a link to 'Try compressing your PDF.'. A 'Choose File' button is present, followed by the text 'No file chosen'. At the bottom, there is an 'Upload' button.

There are a few additional questions beyond the profile that AoA requires for an application. You can get to them here:



This Link will take you to the additional Questions AoA requires:

- [SHORT (1-2 paragraph) DESCRIPTION OF WHAT THE COMPANY DOES AND WHAT VALUE IT PROVIDES AND TO WHOM]
- Management: Provide a brief background and links to the founders LinkedIn profiles
- Reasons To Invest in Us
- Risks and Challenges
- Deal Terms - Basic terms for the convertible note, SAFE, or priced round.
- Business and Revenue Model
- Customers and Market Analysis
- Competitive Landscape/Your Advantages
- Sales and Marketing
- Financials
- Exit Strategy - Who will buy this company, why and when? What metrics will they need to achieve (e.g. revenue level, penetration, etc.) to be attractive?

Step 4: Submit the Application

Once you have answered these questions and completed the sections in **Red**, your application is complete and you can Submit it via the button in the lower right.

Someone from AoA will follow up with you within X weeks.

If you have issues with Spark or the application you can reach out to: aoa@allianceofangels.com