Horizon Fund Application

1. In no more than 5 sentences, summarize your idea.

2. Whom are you trying to serve? You must have a clearly defined target audience, customer, or client.

3. What makes your idea different? What need are you meeting?

4. Is anyone else doing this? (It is okay if this is not an original idea; however, you need to be clear about how you will distinguish your idea.) How is your idea different?

5. What kinds of information do you need to find to develop your idea?

6. Estimate how much this will cost? List your expenses. (Remember that grants will not exceed $500.)

Tips for presenting to Horizon Fund committee:

You will have two minutes to introduce your idea. Use the application for talking points. Anything you would like to bring to support your idea is encouraged. When finished, be prepared to answer questions from the committee.