



Toigo Bridge to Business 2011 Entrepreneur | Funding FAQs

Outlined below is a sampling of questions received by the Foundation from Toigo Alumni regarding the Bridge to Business program in process.

Please review the responses as added guidelines / criteria for funding. If you have additional questions, please contact Nancy Sims at 510-763-5771, ext. 10 or by email at nancy.sims@toigofoundation.org.

What qualifies within the finance / investment arena as a possible recipient of the Toigo Bridge to Business 2011 Entrepreneur award?

In the spirit of the Toigo mission and the foundation's founders vision, businesses with the greatest consideration are those that focus directly on investments / asset management (versus consulting, advisory, transactional/back office). While those ventures have merit, the goal is to identify funds that are building managers of institutional and retail capital.

How should materials be presented to Toigo?

Send six (6) full sets / all materials (black and white or color). With each set, include an executive summary (one page) that addresses how you intend to utilize the \$100,000 in Bridge to Business funding. In the executive summary, include your full capital requirements and specifically reference how the Bridge to Business funds will be utilized. Your capital requirements may exceed the possible funding of \$100,000 or may be lower. These submission materials should be readily available – ie, your investor fundraising PPT – and should not require you to create new materials. Send the materials to Toigo, attn: Nancy Sims, 180 Grand Avenue, Suite 900, Oakland, CA 94612; 510-763-5771. Send for delivery by February 15, 2011 for consideration. Packets received after the Bridge to Business deadline date will not be reviewed.

How many business proposals will be awarded Bridge to Business 2011 Entrepreneur funding?

Our target is to identify one firm for \$100,000 in funding.

Do asset management ventures based outside of the United States qualify?

Yes.

If I have already secured some funding, am I eligible to apply to Toigo Bridge to Business?

Yes. Part of the panel criteria will be the direct impact of the Bridge to Business funding on the successful launch and operation of your venture.

Who is on the panel of judges?

The panel will comprised of individuals close to Toigo, as well as independent senior professionals. Toigo has selected a panel that includes individuals active within the start-up investment arena, including those with experience in launching their own finance/asset management firms.

What is the format of the review?

Submissions will be reviewed between February 15 – 28th, proposals will be reviewed by the Bridge to Business panel. You will be notified no later than March 1st if your funding proposal has been selected for final review / consideration. If your proposal was not selected for the final review round, feedback will be provided (upon request) *after* March 31st. Finalists will be scheduled for 30 minute phone interviews with the panel of judges and will be asked to present their executive summary and respond to panel Q&As (by phone).

If I am not selected as the Toigo Bridge to Business 2011 Entrepreneur, may I reapply in 2012?

Yes, you may reapply as long as your business remains in the asset management / finance arena. You will also be invited to benefit from Bridge to Business educational programs that will be delivered by the Toigo Institute, which will be announced as a follow on to the funding process.

In the funding PDF, Toigo references a “1% of profit sharing arrangement” – does that mean Toigo is taking an ownership position in my business with the award of the \$100,000 in funding? If so, what are the terms?

Our goal is to create a sustainable entrepreneurial program that will benefit today’s Toigo Alumni—as well as future generations. With this funding award, Toigo is not a direct investor in your company; however, we are a stakeholder. The Foundation expects that funding of \$100,000 warrants that an ongoing philanthropic component (or give back) be integrated into your operating model and will be a condition of receipt of funds. This philosophy reinforces the mission of Toigo—and the spirit of the Bridge to Business funding.

Will my “giving history” to Toigo have a bearing on selection?

Part of the Bridge to Business 2011 Entrepreneur selection criteria will include consideration of how you embody the mission of the organization and the Toigo Leader. This includes ways in which you have given back to the Foundation and our estimation of the degree to which you will in the future.

How will the funds be distributed?

Funds will be distributed in two installments – on April 1, 2011 and November 1, 2011. A summary of use of funds must be submitted to the Foundation prior to receipt of the second funding installment.

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