

Appendix A



Loan Application

Application - City of Whitewater RLF Loan Program

Part I - General Information

Business Name	Meeper Technology, LLC		
Business Address	1221 Innovation Drive, Whitewater, WI 53190		
Contact Name	Liz Eversoll,		
Contact Address	722 Ash Court, Verona WI 53593		
Contact Phone	608.220.1900	Contact Fax	
Contact E-Mail	liz@meepertek.com	Company Web Site	www.meepertek.com

Part II - Business History

<p>Provide a brief history of the existing or proposed business, including the following items:</p> <ul style="list-style-type: none">• year started• significant markets• primary products• legal structure• significant events in the company's history• key clients• any additional information that may help to describe the business and the products or services it provides.	<p>Company Formed September 1, 2014</p> <p>Creating sensor(s) for locating lost objects (e.g. Golf Balls), people (children, elderly) and other use cases.</p> <p>Multiple sensors will be developed for finding lost objects/people with a cloud management platform and tandem phone and tablet applications.</p> <p>We are forming a WI LLC.</p> <p>Demographics: e.g. Golf Enthusiasts, Parents/Family Members</p>
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Part III - Project Description

<p>Provide a summary of the proposed project including information about:</p> <ul style="list-style-type: none">• start and completion dates• real estate acquisition• construction activity, including estimated value of improvements• machinery and equipment purchases• product or market information• total project cost• job creation	<p>Phase I: 90-120 days \$450,000; 2 employees, 3 interns</p> <ul style="list-style-type: none">• Sensor Architecture & Design• Cloud Platform MVP• Tablet/Phone Apps MVP• Crowdfunding Campaign(s)• Ecommerce Site• 7500 Units <p>Phase II (Beta) 90-120 days \$1,000,000, 3-5 additional employees</p> <ul style="list-style-type: none">• Manufacturing up to 5,000 units• Customer Validation & Testing• Company Backoffice• Revenue Generating <p>Phase III (Production) ongoing – Funding Amount TBD based on Revenue (10+ employees)</p> <ul style="list-style-type: none">• Manufacturing & Distribution• Sales & Marketing• Support• Developer Network <p>Repeat for each sensor</p>
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Part IV - Sources and Uses of Funds

Provide information about how the project will be funded. What are the proposed sources of funding for major project components such as real estate, construction, machinery, etc.?

Proposed Use of Funds	Source and Amount of Funds				Total
	Owner Equity	ED Grant & Loan	CrowdFunding	In-Kind Services	
Phase I Product Development & Company Startup	10,000	50,000	450,000	150,000	660,000
Total	10,000	50,000	450,000	150,000	660,000

Part V - Job Creation

Provide information about the new jobs that will be created as a result of this project. Only include information about full-time, permanent (year-round) jobs.

Job Title	Average Hourly Wage	Benefits Provided?	Number of New Full-Time Jobs Created			
			1 st Year	2 nd Year	3 rd Year	Total
Social Marketing	15	Yes	1			1
Graphics	20	Yes	1			1
Developer	30	Yes	1			1
System Admin/Support	20	Yes	1	1	2	4
QA/Manufacturing/Packing/Shipping	20	Yes	1	1	2	4
Management	40	Yes	2	1	1	4
		Select One				
Total Jobs Created			7	3	5	15
Current Number of Jobs in the City of Whitewater						0
Provide information on the types of benefits provided to employees. For health, life, and dental insurance, provide information on the percentage of costs paid by the employer and employee.	At 5 FTE's, we can offer standard benefits through QTI. Initial staffing will be the two management team members, our technical advisor/engineer and then a team of interns at Whitewater for Marketing and Development.					
Provide information on new part-time or seasonal jobs that will result from the proposed project.	Part-time employees may be needed based on demand for sensors/systems to setup, QA, pack and ship. We will have a standard intern program at WW for marketing, development and business interns.					

Part VI - Collateral

Provide information about collateral available to secure the CDA's loan to the business. This may include real estate, machinery and equipment, inventory, etc.

Available Collateral	Current Value	Appraisal Available?	Equity Available	CDA in subordinate position?
None at this time.	\$100,000 Company Valuation	No	We are crowdsourcing initial funding. Equity rounds may be required at subsequent stages.	No
				Select One
				Select One
				Select One
				Select One
				Select One
				Select One
				Select One
Total				

<p>Provide a brief description of the collateral available to secure the CDA's loan. Include relevant information on its current value, equity available, and other lenders secured by the same collateral.</p>	<p>No other lenders at this time. See above.</p>
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Part VII - Attachments

The following information must be attached to the application in order for it to be considered complete.

- x Resumes of each principal associated with the business, including experience, educational background, role in the business, and other relevant information.
- n/a A financial history of the business including balance sheets, profit/loss statements, cash flow statements, and accountant notes for the past three years.
- x Projections including balance sheets, profit/loss statements, and cash flow statements for three years from the date of application.
- n/a Letter(s) of commitment from other lenders on the project (if any) describing the type of financing being offered, amount, interest rates, security, availability, and repayment schedule.
- x A copy of the company's business plan, or those segments of the business plan relating to the proposed project.
- x Any other documentation that reinforces the viability of the proposed project, or that helps to describe the company and its products.

Part VIII - Trade Secrets / Confidentiality

- x Please review the application and indicate whether any of the information provided is considered a trade secret or considered confidential by the business. Wisconsin State Statutes require that certain information received by the CDA and used to consider the loan application be considered public information.

Generally, certain financial, product, and market information may be considered a trade secret and may not be subject to release by the CDA.

Part IX - Certification

I hereby certify that the information provided above and in the attached supporting documentation is to the best of my knowledge true and accurate. I also authorize the Whitewater Community Development Authority to perform both business and personal checks as a part of this application process.

Name

Name

Date

Date