



Article #: 030048	Date: 15 November 2011
Article Name: Evaluation question #48: Funding and Revenue	AGB Reference: none
Version #: v01	Category: Supplemental Notes

[Supplemental Notes](#)

[Question Text](#)

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1. SUPPLEMENTAL NOTES

15 November 2011

1.1 Question 48 in the Applicant Guidebook states “assurances that funding and revenue projections cited in this application are consistent with other public and private claims made to promote the business and generate support.” Applicants should ensure consistency in the projections used to secure funding and/or promote the proposed business model, with what is presented in the application.

2. QUESTION TEXT:

- (a) Funding can be derived from several sources (e.g., existing capital or proceeds/revenue from operation of the proposed registry).

Describe:

- I. How existing funds will provide resources for both: a) start-up of operations, and b) ongoing operations;
- II. the revenue model including projections for transaction volumes and price (if the applicant does not intend to rely on registration revenue in order to cover the costs of the registry's operation, it must clarify how the funding for the operation will be developed and maintained in a stable and sustainable manner);
- III. outside sources of funding (the applicant must, where applicable, provide evidence of the commitment by the party committing the funds). Secured vs unsecured funding should be clearly identified, including associated sources of funding (i.e., different types of funding, level and type of security/collateral, and key items) for each type of funding;
- IV. Any significant variances between years in any category of funding and revenue; and
- V. A description of the basis / key assumptions including rationale for the funding and revenue provided in the projections template. This may include an executive summary or summary outcome of studies, reference data, or other steps taken to develop the responses and validate any assumptions made; and
- VI. Assurances that funding and revenue projections cited in this application are consistent with other public and private claims made to promote the business and generate support.



To be eligible for a score of 2 points, answers must demonstrate:

- I. A conservative estimate of funding and revenue; and
- II. Ongoing operations that are not dependent on projected revenue.

A complete answer is expected to be no more than 10 pages.

- (b) Describe anticipated ranges in projected funding and revenue. Describe factors that affect those ranges.

A complete answer is expected to be no more than 10 pages.

3. BEST PRACTICE SUGGESTIONS:

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3.1 Applicants should read each evaluation question in its entirety, including the notes, criteria, and scoring text. The answer should address all criteria specified, and include detailed rationale demonstrating a thorough understanding of the criteria (i.e., show your work).

3.2 If acronyms are used, applicants should spell out the first instance, even if the acronyms represent a common term/product/service.

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