

## The Fermata Licensing Application: A How To Guide for Completing the Licensing Application

This visual guide walks you through Fermata's application process so you may begin to compile key company information required by our university partners. You may complete the application at your own pace - CAMPUS will automatically save your input each step of the way.



### Financial Information

Sales totals from the last four years, ownership info, business credit report and a certified bank statement.



### Company Info & Contacts

Key company information (address, phone, e-mail, web address, DBA, organization type) and contact info for key company officers (CEO, Sales, Finance, etc.).



### Product Categories

Key product data (wholesale price, MSRP, minimum order), annual sales forecast and additional product details.



### Distribution & Sales

Current retail accounts, target retail accounts, date of product launch, summaries of sales force and distribution network, advertising/promotional plans.



### Corporate Social Responsibility

Info on your Corporate Responsibility program, workplace code of conduct and participation in labor monitoring agencies.



### Manufacturing

Factory details for the facilities used to produce your collegiate products including factory name, location and products produced at factory.



### System Capabilities

Overview of your company's technology infrastructure for managing licensing rights inside CAMPUS - Fermata's web-based solution for managing all aspects of the licensing process.



### Story Telling & Strategy

A blank canvas for your company to articulate its story, its potential fit with the university's brand(s) and its point of difference in the marketplace.

**GO!**