HOW PROJECT UNDERDOGS WORKS

A fully online program for first-time founders: real support, a real first check, and a path to bigger investors.

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AT A GLANCE

- Project Underdogs is a **100% online program** for first-time founders, especially young and immigrant founders, anywhere.
- When you're accepted into a **class**, our own fund invests **a real first check** in your business. Terms are shared before you apply.
- When your business **graduates**, investors in our network, including outside investors and private equity firms, can write **larger checks**.

Why we exist

Talent is everywhere. Access isn't. Many founders have the drive and the idea, but no network, no wealthy friends, and no one who explains how money and business really work. Project Underdogs exists to open those doors: plain language, real support and real investment.

How it works

Step	What happens
1. Check your readiness	Take our free Readiness Quiz on the website. It takes about 3 minutes. See **UD-03 Your Readiness Quiz Result, Explained**.
2. Apply	Fill out a short online application, about 15 minutes. See **UD-04 Applying to Project Underdogs: A Walkthrough**.
3. Review	A real person reads every application. We reply by email.
4. Join a class	Accepted founders join a class of first-time founders and receive our fund's first check.
5. Build	Work toward the graduation standard with online support and the network. Use this free library throughout.
6. Graduate	When your business meets the graduation standard, we introduce you to investors in our network. See **UD-05 The Graduation Standard, Explained**.

The two checks

The first check. When you're accepted, our fund invests in your business. It's a real investment, not a loan or a prize. Terms are shared before you apply, so you know exactly what to expect.

The second check. When your business graduates, investors in our network can write larger checks. Graduation means your business meets the full criteria those investors need to see before they invest. Each investor makes their own decision and sets their own terms. Investment is never guaranteed.

What it costs you

- **Applying is free.**
- **We never charge you** to apply, to receive our first check, or to be introduced to investors.
- If anyone claiming to represent Project Underdogs asks you for money, contact us through our official website. See **R-23 Red Flags and Funding Scams to Avoid**.

Online, everywhere

There's no building to visit. Everything happens online, so founders can join from wherever they are.

> TIP
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> Not sure you're ready? You don't have to be "investor-ready" to apply. Many of our founders start with early sales and a lot to learn. Start with **S-01 Start Here: How to Use This Library** and the Readiness Quiz.

Where to go next

- **UD-02 Who the Program Is For**
- **UD-03 Your Readiness Quiz Result, Explained**
- **UD-04 Applying to Project Underdogs: A Walkthrough**

IMPORTANT
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