WHO THE PROGRAM IS FOR

First-time founders building tech startups or main-street businesses, especially young and immigrant founders.

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AT A GLANCE

- Project Underdogs is built for **first-time founders** starting their **first business**.
- We especially welcome **young founders** and **immigrant founders**, and anyone without deep pockets or a big network.
- We support both **tech startups** and **main-street businesses**: restaurants, services, retail, trades and more.

You might be a great fit if...

- This is your first business, or your first serious one
- You've started testing your idea or made your first sales
- You're committed to building the business, full-time or with a plan to get there
- You're willing to learn, take feedback and do the work
- You want to build something that lasts

You don't need...

- A business degree or finance background
- A polished pitch deck
- Wealthy friends or investors already lined up
- Perfect English
- To be "investor-ready" today

Two paths

Path	Examples	Graduation track
Tech startup	Apps, software, online platforms, marketplaces	Track A in the graduation standard
Main-street business	Restaurants, salons, cleaning, trades, retail, services	Track B in the graduation standard

Not sure which you are? See **S-03 Tech Startup or Main-Street Business? Choosing Your Path**. Many businesses are a mix, and that's fine.

Young founders

Founders under 18 can apply. A parent or guardian will need to be part of any agreement, because people under 18 usually can't sign investment contracts on their own. See **S-06 Starting Young: Founders Under 25**.

Immigrant founders

We welcome founders from every background. Before you work in your business, check what your immigration status allows with a licensed immigration attorney or accredited representative. See **S-05 Starting a Business as an Immigrant**.

Language and access

Tell us in your application about any language or access needs, like translation, captions, a slower pace, or limited internet. We'll tell you what support we can offer.

> EXAMPLE
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> **Joseph** had a work permit, an auto-repair business with steady customers, and no investor contacts. **Andre**, 17, had a sneaker-cleaning business with a friend and 400 customers. **Sofia** had an early app used by five clinics. All three are the kind of founders this program is built for.

Where to go next

- **UD-03 Your Readiness Quiz Result, Explained**
- **UD-04 Applying to Project Underdogs: A Walkthrough**
- **S-01 Start Here: How to Use This Library**

IMPORTANT
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