# APPLYING TO PROJECT UNDERDOGS: A WALKTHROUGH

What each section of the application asks, why we ask it, and how to give answers that help us understand your business.

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AT A GLANCE

- The application has **24 questions in 5 short sections** and takes about **15 minutes**. You can save and come back later.
- There are no trick questions. **Honest, specific answers** help most.
- Applying is **free**. We read every application ourselves and reply by email.

## Before you start

Have these handy, if you have them:

- A one-sentence description of your business
- A rough idea of your sales over the last 12 months
- How many paying customers you've had
- Your business registration status
- What you'd do with investment
- Optional: a pitch deck, photos, a menu or a price list

## The five sections

| Section | What we ask | Why |
|---|---|---|
| 1. About you | Contact details, where you live, whether this is your first business, language and access needs, and whether you're 18 or older | To know you and support you |
| 2. About your business | What it does, whether it's tech or main street, its stage and registration status | To see where your business is today |
| 3. Customers and money | Sales range, customer count, who your customers are, where money has come from | To understand your traction. Ranges are fine; we never ask for exact numbers here. |
| 4. Goals | Your biggest challenges, what you'd do with investment, your weekly hours, optional uploads | To see how we can help |
| 5. Last step | How you heard about us, and a confirmation | To reach more founders, and to confirm your answers are true |

## Tips for strong answers

- **Use plain words.** We don't need business jargon.
- **Be specific.** "Buy a second oven so I can take catering orders" is better than "grow the business."
- **Share real numbers as ranges.** If you have no sales yet, say so. Every stage is welcome.
- **Tell us your challenges.** They help us see where to support you first.
- **Uploads are optional.** Many strong applicants don't have a pitch deck.

> EXAMPLE
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> **Weak:** "We need money to scale our business and reach more customers."
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> **Strong:** "We'd buy a second van and equipment ($42,000), hire two detailers for six months, and market in two new neighborhoods, to reach about $35,000 a month in sales within a year." See **R-25 Use-of-Funds Plan**.

## After you apply

- You'll see a confirmation message and get a confirmation email with a copy of your answers.
- We'll reply by email. If we have questions, we'll reach out.
- If now isn't the right time, we'll point you to what to work on, and you're welcome to apply again.

> WATCH OUT
>
> We will never ask you to pay to apply or to be accepted. Only apply through our official website.

## Where to go next

- **UD-03 Your Readiness Quiz Result, Explained**
- **UD-05 The Graduation Standard, Explained**
- **I-10 The One-Page Business Plan**

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IMPORTANT

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