LIBRARY INDEX

Every document in the Project Underdogs Founder Library, by section and code, with its type.

TYPE: TOOL REVIEWED: NOVEMBER 2026 TIME: LOOK UP AS NEEDED LEVEL: EVERYONE

AT A GLANCE

- The library has **163 free documents** in **12 sections**.
- Types: **Guides** explain a topic; **Checklists** list steps; **Worksheets** and **Templates** are fillable PDFs; **Playbooks** cover one industry in depth.
- New here? Start with **S-01 Start Here: How to Use This Library**.

0. About the Library

Code	Title	Type
LIB-01	Library Index	Tool
LIB-02	About the Project Underdogs Founder Library	Guide
LIB-03	Disclaimer and Terms of Use	Policy
LIB-04	Privacy Policy	Policy
LIB-05	Accessibility and Language Support	Guide
LIB-06	How We Write and Review the Guides	Guide
LIB-07	Brand and Writing Template	Template
LIB-08	Frequently Asked Questions	Guide

1. Inside the Program

Code	Title	Type
UD-01	How Project Underdogs Works	Guide
UD-02	Who the Program Is For	Guide
UD-03	Your Readiness Quiz Result, Explained	Guide
UD-04	Applying to Project Underdogs: A Walkthrough	Guide

Code	Title	Type
UD-05	The Graduation Standard, Explained	Guide
UD-06	Getting Ready to Meet Investors in Our Network	Checklist

2. Start Here

Code	Title	Type
S-01	Start Here: How to Use This Library	Guide
S-02	Is Starting a Business Right for You Right Now?	Guide
S-03	Tech Startup or Main-Street Business? Choosing Your Path	Guide
S-04	The Life of a Business: Idea to Exit in 7 Stages	Guide
S-05	Starting a Business as an Immigrant	Guide
S-06	Starting Young: Founders Under 25	Guide
S-07	Building a Business Around a Job or School	Guide
S-08	Finding Mentors and Building a Network From Zero	Guide
S-09	Pacing Yourself: Building Without Burning Out	Guide
S-10	Business Words Made Simple: Glossary A–Z	Guide

3. From Idea to First Customer

Code	Title	Type
I-01	Finding a Business Idea Worth Pursuing	Guide
I-02	Who Is Your Customer?	Guide
I-03	Talking to Customers: Learning What They Really Need	Guide
I-04	Sizing Your Market Without Fancy Research	Guide
I-05	Checking Out the Competition	Guide
I-06	Testing Your Idea Before Spending Big	Guide
I-07	Building Your First Version (Tech)	Guide
I-08	Testing a Main-Street Idea: Pop-Ups, Markets and Pre-Orders	Guide
I-09	Making Your First Sale	Guide
I-10	The One-Page Business Plan	Template
I-11	Customer Interview Script and Notes	Worksheet
I-12	Idea Scorecard	Worksheet

4. Setting Up Your Business

Code	Title	Type
B-01	Choosing a Business Structure: Sole Proprietor, LLC or Corporation	Guide
B-02	Registering Your Business, Step by Step	Guide
B-03	Getting a Tax ID Number (EIN and ITIN)	Guide
B-04	Opening a Business Bank Account	Guide
B-05	Licenses and Permits: Finding What You Need	Guide
B-06	Business Insurance Basics	Guide
B-07	Picking and Protecting Your Business Name	Guide
B-08	Trademarks, Copyrights and Patents in Plain Language	Guide
B-09	Contracts Every New Business Needs	Guide
B-10	Co-Founder Agreements: Splitting Ownership Fairly	Guide
B-11	Operating Agreements and Bylaws Explained	Guide
B-12	Working With Lawyers and Accountants on a Budget	Guide
B-13	Renting Your First Space: Leases Explained (Main Street)	Guide
B-14	Business Taxes: What You Owe and When	Guide
B-15	Business Setup Checklist	Checklist
B-16	Co-Founder Conversation Worksheet	Worksheet

5. Money Basics

Code	Title	Type
M-01	Bookkeeping Basics: Tracking Money In and Out	Guide
M-02	Choosing Bookkeeping Software	Guide
M-03	Keeping Business and Personal Money Separate	Guide
M-04	Reading a Profit and Loss Statement	Guide
M-05	Reading a Balance Sheet	Guide
M-06	Cash Flow: Why Profitable Businesses Still Run Out of Money	Guide
M-07	Pricing Your Product or Service	Guide
M-08	Costs, Margins and Break-Even	Guide
M-09	Unit Economics: What Each Customer Is Worth	Guide

Code	Title	Type
M-10	Building a Simple Budget	Guide
M-11	Building Business Credit	Guide
M-12	Paying Yourself as a Founder	Guide
M-13	Sales Tax, Payroll Tax and Staying Current	Guide
M-14	Monthly Money Checklist	Checklist
M-15	Break-Even Calculator	Worksheet
M-16	12-Month Cash Flow Forecast	Worksheet
M-17	Profit and Loss and Balance Sheet Templates	Worksheet

6. Raising Money

Code	Title	Type
R-01	The Money Map: Every Way to Fund a Business	Guide
R-02	Bootstrapping: Growing With Your Own Sales	Guide
R-03	Friends and Family Money: Doing It Right	Guide
R-04	Grants and Pitch Competitions	Guide
R-05	Microloans and Community Lenders	Guide
R-06	Small Business Loans and SBA Loans	Guide
R-07	Equipment Financing and Lines of Credit	Guide
R-08	Revenue-Based Financing	Guide
R-09	Crowdfunding: Rewards and Investment	Guide
R-10	Angel Investors	Guide
R-11	Venture Capital: How It Works and Whether It Fits	Guide
R-12	Private Equity: When Bigger Investors Get Involved	Guide
R-13	Debt vs. Equity: Borrowing vs. Selling Ownership	Guide
R-14	SAFEs and Convertible Notes Explained	Guide
R-15	Valuation: What Your Business Is Worth to Investors	Guide
R-16	Ownership and Dilution: The Cap Table Explained	Guide
R-17	Reading a Term Sheet	Guide
R-18	Building a Pitch Deck	Guide
R-19	Telling Your Story: The Pitch	Guide

Code	Title	Type
R-20	Getting Ready for Due Diligence	Guide
R-21	Setting Up a Data Room	Guide
R-22	Investor Updates: Keeping Investors in the Loop	Guide
R-23	Red Flags and Funding Scams to Avoid	Guide
R-24	Pitch Deck Template	Template
R-25	Use-of-Funds Plan	Worksheet
R-26	Sources and Uses Worksheet	Worksheet
R-27	Due Diligence Document Checklist	Checklist
R-28	Investor Tracker	Worksheet

7. Launching

Code	Title	Type
L-01	Building a Brand on a Small Budget	Guide
L-02	Your Website: What You Need and What You Don't	Guide
L-03	Social Media for New Businesses	Guide
L-04	Getting Found Locally: Google, Maps and Reviews	Guide
L-05	Marketing Basics: Reaching Your First 100 Customers	Guide
L-06	Selling: How to Ask for the Sale	Guide
L-07	Planning Your Launch	Guide
L-08	Opening a Physical Location (Main Street)	Guide
L-09	Launching an App or Online Product (Tech)	Guide
L-10	Selling Online: E-commerce Basics	Guide
L-11	Customer Service That Brings People Back	Guide
L-12	Launch Plan Template	Template
L-13	Marketing Calendar	Worksheet
L-14	Pre-Launch Checklist	Checklist

8. Running the Business

Code	Title	Type
O-01	Your First Hire: When and How	Guide

Code	Title	Type
O-02	Employees vs. Contractors	Guide
O-03	Payroll Basics	Guide
O-04	Writing Job Posts and Interviewing	Guide
O-05	Managing Your First Team	Guide
O-06	Systems and Checklists: Running the Business Without Doing Everything Yourself	Guide
O-07	Choosing Tools and Software	Guide
O-08	Working With Suppliers and Vendors	Guide
O-09	Inventory Management	Guide
O-10	Tracking the Numbers That Matter	Guide
O-11	Staying Legal: Ongoing Filings and Deadlines	Guide
O-12	Handling a Slow Month or a Crisis	Guide
O-13	Compliance Calendar	Worksheet
O-14	Weekly Business Dashboard	Worksheet

9. Growing and Scaling

Code	Title	Type
G-01	Growth vs. Scaling: What's the Difference?	Guide
G-02	Knowing When You're Ready to Grow	Guide
G-03	Growth Numbers Investors Watch	Guide
G-04	Opening a Second Location	Guide
G-05	Franchising and Licensing Your Business	Guide
G-06	Adding New Products and New Markets	Guide
G-07	Landing Big Customers and Partners	Guide
G-08	Government Contracts and Supplier Diversity Programs	Guide
G-09	Building a Leadership Team	Guide
G-10	Raising a Bigger Round	Guide
G-11	Growing Without Running Out of Cash	Guide
G-12	Expanding to Other Countries	Guide
G-13	Growth Plan Template	Template
G-14	Hiring Plan Worksheet	Worksheet

10. Exit and What Comes Next

Code	Title	Type
X-01	What an Exit Is, and Why to Plan Early	Guide
X-02	Your Exit Options: Sell, Merge, Pass Down or Keep	Guide
X-03	How Businesses Are Valued When They're Sold	Guide
X-04	Getting Your Business Ready to Sell	Guide
X-05	Working With Business Brokers and Investment Bankers	Guide
X-06	The Sale Process, Step by Step	Guide
X-07	Letters of Intent and Purchase Agreements	Guide
X-08	Selling to Private Equity	Guide
X-09	Passing the Business to Family or Employees	Guide
X-10	Taxes When You Sell	Guide
X-11	Life After the Sale	Guide
X-12	Exit Readiness Checklist	Checklist

11. Industry Playbooks

Code	Title	Type
P-01	Restaurants and Food Service	Playbook
P-02	Food Trucks, Catering and Home-Based Food	Playbook
P-03	Retail Shops	Playbook
P-04	Beauty, Barber and Personal Care	Playbook
P-05	Trades and Home Services	Playbook
P-06	Cleaning, Landscaping and Property Services	Playbook
P-07	Professional and Creative Services	Playbook
P-08	Fitness, Health and Wellness	Playbook
P-09	Childcare, Tutoring and Education	Playbook
P-10	E-commerce and Online Brands	Playbook
P-11	Software and Apps	Playbook
P-12	Marketplaces and Platforms	Playbook