

TORY BURCH  
FOUNDATION

# FELLOWS

PROGRAM

## A HELPFUL GUIDE

FOR COMPLETING YOUR APPLICATION

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If you have additional questions about the application process, please visit our [Frequently Asked Questions](#) for more information.

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## 10 HELPFUL TIPS

**1. Submit your final application online no later than November 10, 2016 at 11:59 PM ET**

After completing all tasks in the application form, please make sure to press the Submit button in the bottom left corner of the application. Late applications, applications mailed, e-mailed or faxed will not be accepted – no exceptions will be made. Don't wait until the last day to start an application. Applications will be accepted from September 20, 2016 through November 10, 2016 via [ToryBurchFoundation.org/Fellows](http://ToryBurchFoundation.org/Fellows).

**2. Applications cannot be revised once they have been submitted**

Once you submit the application, no changes can be made. Remember one application, per person, so take time to review before submitting.

**3. Review the [Eligibility](#) and [Evaluation Criteria](#) before starting your application**

Make sure that you meet the eligibility requirements and review the evaluation criteria before getting started.

**4. Read through the application before starting**

Take your time and thoughtfully gather your essay responses, resume, business plan, photos and elevator pitch video. Plan your responses in advance, making sure that your answers succinctly address all aspects of the question, while adhering to the word maximum and minimums.

**5. Update your Resume and Business Plan**

Current documents, dates and information are important for your application. Details count!

**6. Be clear and specific**

Assume that your application is being read by someone with limited knowledge of your industry and business. Answer questions in detail and avoid using industry jargon.

**7. Use Chrome, Safari or Internet Explorer while filling out your application**

If you are using Firefox or outdated browsers, please follow these [instructions](#) to enable Adobe Flash Player.

**8. Save your application often**

Losing your work and starting over can be a headache. You can log in and out to complete the application at a pace that works for you. When writing your responses, make sure to press "Save as Draft" if you wish to continue your work at a later time.

**9. Proof-read carefully**

Before submitting your application, ask a friend or advisor to review your application. Another set of eyes is always helpful!

**10. Enjoy each moment and stay connected with the Tory Burch Foundation!**

Don't stress. Use this application process as an opportunity to review your business documents, reflect on why you started your business and discover new ways to grow. Be sure to visit the Foundation's [website](#), sign up for our [newsletter](#) and stay connected on social. We have [resources](#) to help you grow!

## ESSAYS

Be clear, concise and proof-read your essays. Here are some tips for answering the four essays in the application.

**Company Description:** Tell us about your company. (Min 50 words & Max 100 words)

**Tips:**

- This should be a written elevator pitch for your business. Include the goal of your company and its unique value proposition
- Describe the who, what, when, where and why of your business

**Personal Statement:** Tell us about yourself, why you are passionate about your business, how you overcome challenges and what kind of leader you are. (Min 300 words & Max 500 words)

**Tips:**

- Demonstrate that you can communicate clearly
- Provide examples of your leadership abilities
- Convey your commitment to growing your business
- Describe the business challenges you have faced and the steps you took to overcome these challenges
- Let your enthusiasm for your business to shine

**Social Responsibility:** Tell us about your personal passions and volunteer work. In addition, if your business has a social impact or social responsibility component, please describe it here. (E.g. a product or service that helps the environment, hiring practices that support marginalized groups). (Min 50 words & Max 200 words)

**Tips:**

- Articulate your passion for social responsibility
- Describe the social impact of your business and demonstrate ways your business gives back
- Share your volunteer experience

**Education Grant:** The Tory Burch Foundation Fellowship includes a \$10,000 grant for business education at a program of your choosing. Please articulate how and where you would further your business education and your reason for choosing a particular institution, course or conference. (Min 100 words & Max 300 words)

- Clearly explain how you would use the \$10,000 business education grant
- Be open and honest about your knowledge gaps
- Describe your willingness to improve your skill set
- Explain the value that the program will provide as you grow your business

## BUSINESS PLAN

Upload your business plan (20 pages maximum), which should include an operating budget.

**Tips:**

- Don't have a business plan? [Download](#) our business plan builder to get started.
- Be clear and concise
- Adhere to 20 page maximum (including any financials)

- Recommended sections to include:
    - Executive Summary  
A one-page summary of your business plan.
    - Company Description  
Including your mission, history and geographic scope.
    - Market Analysis  
Including industry analysis; target market and sizing; competition and your competitive advantage.
    - Organization & Management  
Including percentage of ownership, employees, board and advisors and any investors.
    - Products & Services  
Including pricing model and range of pricing.
    - Marketing & Sales  
Including unique selling proposition, positioning and distribution channels.
    - Operations  
Production, manufacturing, suppliers, e-commerce and other technology integrations.
    - Financials (Recommended):  
Recent:
      - Cash Flow Statement
      - Operating Budget
      - Balance Sheet
    - Three years of Income Statements (including projections):
      - 2015 Actuals
      - 2016 Actuals
      - 2017 Forecast
    - Break-Even Analysis including the expected year of break-even
    - Financial Assumptions
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## ELEVATOR PITCH VIDEO-OPTIONAL

Please upload an optional video that includes your “business elevator pitch” and why you should be a Tory Burch Foundation Fellow. (00:02:00max)

**Tips:**

- State your name, your business and location
- Describe your business
- Explain why you should be selected as a Tory Burch Foundation Fellow
- Be creative!
- Keep videos under 2 minutes – anything longer will not be accepted
- Use any recording device, including your phone, computer or camera