If you have additional questions about the application process, please visit our
Frequently Asked Questions for more information.
10 HELPFUL TIPS

1. **Submit your final application online no later than March 12, 2019 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 through March 12, 2019 via Tory-BurchFoundation.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 describe your leadership style. Please include what obstacles (E.g. inability to raise funds) or advantages (E.g. understanding a certain market) you may have faced that are specific to being a woman. (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 $5,000 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 200 words)

• Clearly explain how you would use the $5,000 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

Please make sure that your business plan answers the following questions. Don’t have a business plan? Download our business plan builder to get started.

1. Purpose: What is the purpose of your business? How might your business create a positive and lasting impact?

2. People: Who are the key people on your team? Why is this the right team for your business? Who are your key advisors or mentors?
3. **Problem and Solution:** What is the problem/opportunity that you are trying to solve and how does your business address this? Who is your customer? How are you targeting them?

4. **Points of Differentiation:** What is unique to your business offering and how does that position it in the competitive landscape?
   - Proprietary / uniqueness / patents

5. **General Business Model:** Describe your business model. Examples given:
   - Commerce transaction revenue
   - Content (E.g. ad-based or subscription)
   - Community (E.g. membership or ad-based)

6. **Key Performance Indicators** that drive the business model’s desired output. What are the most important things you need to measure for success?

7. **Financial Plan:** Provide a high-level growth plan for your business. Please include:
   - Past Revenue
   - Past Profit and Cash Burn
   - Projections (to the best of your ability) for the next 2-3 years
   - Additional financial statements

8. **Funding:**
   - How has your company been funded since inception?
   - Have you raised investment capital?
   - Do you plan to raise investment capital within the next year?

9. **Investment:** What amount of funding does your company need to achieve your plan? How will you use the capital?
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. (00:02:00 max)

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