



LAUNCH PROGRAM 2023 APPLICATION QUESTIONS

About the Launch Program

Women and non-binary small business owners often lack the funding and resources they need to scale and grow their operations. That's why the Launch Program exists: to remove barriers to access that prevent them from succeeding. The Launch Program provides women and non-binary small business owners capital through a **\$10,000 grant, mentorship from industry experts, and six months of free education that supports them on their unique journeys.**

The **2023 Launch Program** is open to women- and non-binary-owned consumer packaged goods businesses selling items like food and beverages, household goods, apparel, and more. Joining the Launch Program means joining a diverse and supportive community of founders.

The deadline to apply for the 2023 Launch Program is **Friday, March 31, 2023, at 11:59:59 PM ET.**

Please Note: Once you start your application, you won't be able to save your draft. We highly recommend composing and saving your answers in a Word or Google document first, then submitting those answers in your application.

Need Help? Contact our team for any technical issues at hello@ladieswholaunch.org. For more information about the Launch Program, including frequently asked questions, please [click here](#).

Contact Information

- First Name
- Last Name
- Preferred Name
- Phone Number
- Email address

About Yourself

- Are you the founder or co-founder of your business AND do you own at least 51% of your company?
- When it comes to gender, how do you identify?
- What are your pronouns?
- What is your age range at the time of this application's closing date?
- How do you identify? (Race/Ethnicity)
- Are you a member of the LGBTQ+ community?
- Are you a legal resident or citizen of the United States?
- Are you proficient in English?

About Your Business

- Business Name:
- Is your business incorporated, located, and operating in the United States or a US territory?
- Address
- Link to your business website:
- Link to your business LinkedIn URL:
- Link to your business Instagram URL:
- Link to your business Facebook URL:
- Link to your business Twitter URL:



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- When did you start your business?
 - What industry is your business primarily in?
 - Which of the following applies to your business? (Online, Brick and Mortar, etc.)
 - How many staff members do you have?
 - Of those staff members, including yourself, how many are paid?
 - How many of your employees are women, femme, or non-binary?
 - Have you launched any other businesses (other than the one you are applying for)?
 - If so, please list them here (separated by commas), including the years they were founded.
 - Is/are the business(es) you founded previously still in active operation?
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About Your Business Financials

- How have you funded your business through the present?
 - Which grant(s) have you received?
 - How much funding have you received in total?
 - Are you currently and/or planning to seek investment funding within the next twelve months?
 - Have you participated in, or are you currently a part of, any other mentorship programs?
 - What was your total gross revenue generated in 2021?
 - What was your total gross revenue generated in 2022?
 - What is your current total gross revenue forecast for 2023?
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About Why You Are Applying and Your Business Needs

- What are your three biggest barriers in leading a small business?
 - If accepted, how would you plan to use the Ladies Who Launch grant funds to scale your business?
 - What problem is your company solving, and how do you solve it?
 - What inspired you to start your company?
 - Describe your business model. How do you make money?
 - What resources have you been able to access or acquire in the last six months? How have you deployed those resources?
 - Describe a challenge you have had in running your business. How did you overcome it? How did you guide your team through it?
 - What does community mean to you?
 - Why is the Launch Program the right program for you, at this moment in time, to help scale your business?
 - How have you previously supported women and/or non-binary entrepreneurs or paid it forward to others?
 - Anything else that we should know about you or your business?
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Other Information

- How did you find out about the Launch Program?
- Through which partners did you hear about us?
- Do you have a personal relationship with any current or past employees, co-founders, or board members of Ladies Who Launch?