



Baltipreneurs Application Tips

These suggestions are provided to give you every advantage in your application.

Questions about the program or application process? [Book a meeting](#) with Wendy or Jen, or email innovation@loyola.edu. Submit your application on the [Baltipreneurs website](#).

- Ask someone else who is not familiar with your venture to read your application. If they can't tell you what the business does after reading it, go back and explain more about your business model
- We care about the *why*, but don't neglect to tell us *what* you are doing, and *how*, i.e. your *business model*
- If you don't have revenue, it will be hard (but not impossible) to get in. You will have to make an especially compelling case for why Baltipreneurs is a fit for you, and why now. Successful pre-revenue applicants are usually apps or other technology-based ventures, and/or have done extensive customer discovery or have a pending contract, a patent application, etc.
- We are not an idea stage accelerator. We preference action, trial, and resilience, so successful applicants will have had some level of experience with launch, and ideally a pivot or two already at some point in their journey
- Show us you are familiar with the program and our benefits. Your responses will reveal whether you have read the website and watched the videos about Baltipreneurs, attended a previous Demo Day showcase or an info session or bootcamp, or talked to someone with experience of the program, especially in **How would you define success for yourself in this program?**
- Relevant attachments help a lot
- Tell us about the market and consumer and competitive landscapes you are facing. Also tell us what makes you different/your competitive differentiator, aka your "secret sauce," especially in **What sets your venture apart?**
- Tell us you have self-awareness and a realistic view about what you need to learn and what this program in particular can offer you, especially in **What do you think you most need to learn and How would you define success for yourself in this program?** Defining success as receiving VC or other investment, if you are still pre-revenue/pre-customer, is not compelling, as it is not a likely immediate outcome of the program.
- Tell us you are a lifelong learner and taking advantage of the resources that are available to you, especially in **Previous accelerators, bootcamps, demo days, or other programs participated in recently**

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- Tell us you are a person with expertise who is also attuned to the needs and likely makeup of the peer ventures who will be in the cohort with you, especially in **When leading a session for your peers in the program, what topic would you want to teach?**
- Tell us about your team and your credentials—what makes you special, as people/leaders/innovators, especially in **Organizational story**
- Share your financials

Finally, do not despair if you are not accepted this time! Founders who did not get in the first time sometimes reapply and are accepted, or find other programs, or find success charting their own course.