

# Step 01

## Online Application

The online application happens in two parts — the first is registering where you’ll provide some basic information about you and your background. The second is an activities and open response submission.

### Activities

The activities submission is our first chance to get to know you. In this section, we’re hoping to learn more about the impact you’ve made, the leadership experience you’ve gained, and the skills you’ve developed. We’ll pay close attention to how you demonstrate critical thinking, problem solving, self-awareness, and mission alignment.

#### ACTIVITIES AND RESUMÉ TIPS

##### Connect your experiences to working at a startup.

We’re looking for instances when you were self-directed or entrepreneurial, where you took on a leadership role, or where you learned skills you can apply to a business setting. Examples could include learning sales skills as a campus tour guide or being a project manager as an event planner on campus.

##### Show us your impact.

Don’t just tell us what you did, describe the impact your work had. If possible, it’s helpful to use numbers to support your claims. This could look like describing the number of attendees that you got to attend an event, how much money you handled for an activity, or even how many followers on social media you were able to get for your organization. Go beyond describing what you did and highlight why your work mattered in the activity. Use your bullet points to describe the impact your work had, not just what you did. Focus on your impact and make it measurable if you can.

For example, “Planned annual club bake sale” is weak but “planned annual bake sale that raised \$1,000 in revenue (+45% increase versus the previous year) and engaged 50 out of 67 club members” is strong.

##### Just the top three.

We know you’ve probably done a lot, but we want you to pick the activities most relevant to startup life. Narrow them down by focusing on instances when you were self-directed or entrepreneurial, where you took on a leadership role, or where you learned skills you can apply to a professional setting.

##### Demonstrate your commitment.

Show us experiences where you’ve had a long-lasting impact and stuck through something even if it was difficult. For example, did you go from being a member of an organization and becoming a leader who grew membership? Were you promoted to a manager in your part-time job who onboarded new employees over multiple years?

##### Create a clear and simple resumé.

All you need is one color, one font, one page, and a simple layout.

#### ACTIVITIES CHECKLIST

- Use an email address that you check regularly?
- Pick your top three activities where you’ve made the most impact?
- Show us the impact you had in each activity either on your resumé or in the activities submission?
- Proofread your materials?



## EXAMPLE RESUMÉ

### FORMATTING

When you look at this resumé you notice how easy it is to read because of its simple, clean formatting. Is it Times New Roman? Yes! Will some people tell you that's boring? Sure! Do hiring managers care? Nope. They just want to be able to easily read the content.

1

### Contact Info

Having your email, phone number, and LinkedIn easily accessible from your resumé makes it really easy for a hiring manager to contact you. Make their life easier and you're more likely to secure that interview!

2

### Bullet Points

We want to see specific bullet points that don't just say what you did, but why it was impactful. This is a good example of specifically saying what one did. However, its a bit repetitive — says its 8-10 demos "a week" and then again says 'weekly basis'. You might instead use the space to demonstrate what the impact of those demos was for the sales team.

3

### Education

Simple education section works here because they have so much professional experience.

4

### Job-Specific Skills

We love to see job-specific skills and platforms – just be wary of listing ones that that are more common in the workplace (like Microsoft Word and Google Suite).

1 RESUME 1  
Email | LinkedIn | Phone | Address

### PROFESSIONAL EXPERIENCE

Company A, City A August 2017 – Present

#### Sales Executive

- Gave 8-10 demos a week of the product to Human Resource executives and other managers on a weekly basis
- Led hands on onboarding to customers over the phone 5-6 times per week
- Created several onboarding tools for our clients with the web app WalkMe that has led to double user engagement
- Studied Human Resources social media marketing campaigns and will be launching a campaign in Q2 of 2018
- Analyzed analytics and pipelines through the web app Hatchback, which led to higher lead to close ratios

Company B, City B May 2017 – August 2017

#### Development Intern

- Learned website development/design through Wordpress and will have a new site up in 2018, which entailed developing a wireframe for the site and a prettier UI
- Researching funding opportunities, and strategy for the development of smart city initiatives in partnership with Company B, the City B Mayor's office, and faculty at the University A
- Organized all clients and community members into an online emailing service that helped save time for all employees.

Company C, City A June 2017 – Present

#### Consultant

- Analyzed data and analytics from Excel and Google Analytics to measure user engagement, which led to focusing product development in those areas
- Managed the company LinkedIn page and ran different social strategies, which led to over 5,000 impressions without any paid ads

Company D, City D January 2016 – May 2017

#### Intern

- Making phone calls to defendants about debts they have incurred
- Organize defendant, and plaintiff information through computerized filing system and excel

Company E, City D May 2016 – August 2016

#### Seasonal Intern

- Logging hundreds of housing contracts into the e-database daily
- Organizing tax sheets and files for closings

Ice Cream Store, City A April 2011 – August 2015

#### Associate

- Gained experience in helping manage over 40 employees each night in a high-paced work environment
- Learned national customer service experience

### EXTRACURRICULAR INVOLVEMENT

Ronald McDonald House August 2014-August 2015

#### Volunteer

- Helped in the process of building the new Ronald McDonald House
- Tasks included painting walls and moving furniture

The Brighter Thailand Foundation August 2016-December 2017

#### Volunteer

- Helped fundraise for the foundation
- Maintain contact with donors

### EDUCATION

University of X Expected Graduation: May 2018

Bachelor of Science, Business Administration

Emphasis: Finance

Dean's List

### ADDITIONAL INFORMATION

Awards: NAME Scholar, University of X Excellence Scholarship

Skills: Proficient with the webapps Hatchback, WalkMe, and Join.me. Proficient in agile methodology and project management.

Interests: Participating in and promoting Autocross and drift events across the country, powerlifting, boxing, and pro gaming

2

3

4

## Open Response Question

The open response question is a critical part of the application process. It helps us understand both why you are applying and what you hope to achieve from becoming a Venture For America Fellow. Your response is the first chance for us to get to know you beyond just the basic information.

### OPEN RESPONSE TIPS

#### Understand Venture For America.

Do research about VFA's mission, cities, and Fellows. Check to make sure you understand why VFA hosts a Fellowship in its cities (if you don't, reach out to us!). Then, reflect on your own story and how it might contribute to our mission and program.

#### Get specific.

There are opportunities to work in startups or start a company outside of our program. Tell us explicitly why becoming a Fellow makes sense for your career, what motivated you to apply, and why it excites you.

#### Proofread.

Check for grammar, typos, and sentence flow before you hit submit. Read it aloud to yourself and have a friend read it over for you.

## OPEN RESPONSE CHECK LIST

### CONTENT

- Response is between 300 and 400 words
- Response shows awareness of VFA's mission and why it's your best next step
- Illustrated how professional growth aligns with working at a startup or small business
- Conveyed how personal goals line up with one of our 13 different cities

### FORMATTING

- Writing is clear, concise, and comprehensible
- Free of grammatical and spelling errors
- Spaces used to separate sections and make them more legible
- Someone else proofreads for typos and consistent verb tense