DAWN
DRIVING ACCESS TO WEALTH & NETWORKS

IN PARTNERSHIP WITH

MAKE STARTUPS

MARKET AND LAUNCH READY AI

IS YOUR BUSINESS READY TO LAUNCH? FIND OUT.

A new readiness program from DAWN and Make Startups, powered by the **CofounderOS** platform. See how lenders, investors, and programs will see your business, and what to build next.

$3,000 scholarship covers your full participation. No cost to you.

NOW enrolling on a rolling basis. The November 2026 cohort is filling. Apply today.

WHAT YOU GET

- **A readiness score you can act on.** Your business is assessed across nine areas, from your elevator pitch to how you keep customers.
- **Specific, honest feedback.** AI-assisted scoring plus human validation tells you exactly what evidence would make you market and launch ready.
- **A clear path forward.** Know what to work on next, and connect to DAWN coaching, resources, and capital partners.

THIS IS FOR YOU IF

- You are building, launching, or growing a business in northeast Minnesota, northwest Wisconsin, or a partnering Tribal Nation.
- You want to know how a lender, investor, or program will see your business before you ask them.
- You are willing to do the customer research and document what you learn.

HOW IT WORKS

1. **Complete the intake**
   Scan the code and fill out DAWN's short client intake.
2. **Apply to CofounderOS**
   We send you the application. Your $3,000 scholarship covers it.
3. **Work the areas**
   Answer the readiness questions with what you have learned and done.
4. **Score and level up**
   See where you stand, close the gaps, and show lenders your record.

THE NINE READINESS AREAS

1 Elevator Pitch	2 Target Customer	3 Customer Problem
4 Solution	5 Business Model	6 Key Advantage
7 Market Traction	8 Customer Acquisition Strategy	9 Customer Retention Strategy

APPLY TODAY FOR THE NOVEMBER 2026 COHORT

Scan the code to complete the DAWN client intake. We will then send you the CofounderOS application. Enrollment continues on a rolling basis after November. Questions? Find us at **dawnmn.org**.

SCAN TO START