



Propeller Impact Accelerator: Growth Track

March 12, 2016 - June 7, 2016

Propeller is currently accepting applications for its Growth Accelerator, a 3-month intensive program specifically designed to connect social entrepreneurs with the industry-specific resources they need to grow and scale their ventures. One-on-one executive mentorship, access to high-level networks and investors, peer-to-peer learning, pro bono resources, and free office space are just some of the benefits of being a Propeller Impact Venture. Full details and application instructions included below.

About Propeller:

Propeller: A Force for Social Innovation is a 501c3 nonprofit whose mission is to drive social, environmental, and economic impact by incubating ventures that have the potential to solve our city's most pressing issues. Our goal is to build a critical mass of social and environmental entrepreneurs tackling key challenges in food, water, healthcare, and educational equity to make significant change for underserved New Orleanians.

Impact: Since 2011, Propeller has incubated 90 Impact Ventures that have collectively generated over 120 new jobs and \$35 million in external financing, revenues, and grants. We also run a 10,000 sq. ft. co-working/event space at 4035 Washington Ave. that houses 60+ companies and 100+ individuals. Propeller and its Impact Ventures have received notable attention from *TIME*, *Forbes*, *WIRED*, *Fast Company*, *Entrepreneur*, *The New York Times*, *Los Angeles Times* and others.

www.GoPropeller.org

@GoPropeller

Growth Accelerator:

March 12, 2016 - June 7, 2016

Propeller's Growth Accelerator is a 3-month intensive program offering tailored mentorship, resources and networks to help your venture grow and scale. This program is designed for established and startup for-profit and non-profit ventures with proof of concept and/or a track record of success that find themselves at a strategic point of growth. During the program, participating ventures will be working towards scaling their impact, raising external investment (debt/equity), and increasing revenues, customers, and contracts.

This program is tailored to meet the needs of each of its participants. Based on your specific goals and priorities, Propeller's seasoned Executive Mentors will work with you one-on-one to assist in the development and implementation of ambitious goals for the 3-month program. Our goal is to accelerate your venture's growth by connecting you with strategy experts, subject experts, high-level networks, investors and funders, and a like-minded community of successful entrepreneurs.



Strategic Priority Areas:

Propeller drives systemic change within four issue areas: water, food, healthcare, and educational equity. For each sector, Propeller will prioritize solutions that specifically address the following issues:

- **Water:** Coastal restoration, urban water retention and quality, maritime industries and ports, and fisheries
- **Food Security and Local Food Economy:** Access, affordability, and consumption of healthy foods for underserved communities; local growers, distributors, and value-add products that build the local food economy
- **Educational Equity (Ages 0-24):** Systems and supports to improve education outcomes for underserved populations in early childhood, K-12, and “Opportunity Youth”
- **Healthcare:** Access, affordability, and chronic diseases

Eligibility Requirements

Propeller selects its Growth Ventures from a competitive pool of applicants based on their potential for scalable social impact, significant financial growth, and demonstrated entrepreneurial leadership. For the 2016 class, we are seeking 12-15 ventures that bring innovative solutions with proof of concept to Propeller’s four target sectors of water, food, educational equity (ages 0-24), and healthcare. We will aim to select 3-4 ventures per sector.

Applicants should have a validated business model with strong evidence of positive user feedback and/or sales. Both ventures that are revenue generating and pre-revenue are encouraged to apply; however, the eligibility requirements differ accordingly:

Revenue-generating ventures: must have earned or raised a minimum of \$50,000 within the last 12 months, and have at least one full-time employee *in addition* to the Founder(s).

Pre-revenue ventures: must have a finished prototype, significant positive user traction, “ready” to raise a round of financing, and at least one full-time team member (can include Founder).

Program Benefits:

- 1. Lead Sector Coaches:** Experienced coaches are committed to your Venture’s growth and to your personal leadership development. Coaches serve as a valuable thought partner and strategic advisor, and are often willing to contribute their networks to ensure your success. Each week, they devote two hours of time to each Venture. This includes a one-hour in-person meeting and one-hour of general follow up. Lead Mentors for the 2016 Growth Track will be announced at the conclusion of the Startup Track.
- 2. Contracted Subject Experts:** Subject experts are contracted in high-need areas to ensure quick turnaround and high quality deliverables. Experts could include financial modelers, HR specialists and attorneys, lawyers, graphic designers, and marketing strategists.
- 3. 180 Pro Bono Professionals:** Propeller’s robust network of professionals are ready to assist with projects on an as-needed basis. Tailored support is offered within the areas of marketing, law, accounting,



bookkeeping, financial modeling, and more. Participating pro bono companies include: PwC, Morgan Stanley, Baker Donelson, Barrasso Usdin, Entergy, FSC Interactive, EMH Strategy, Chaffe McCall, SouthPaw Creative, and many more!

4. **Executive Mentor Office Hours:** Weekly opportunities exist to meet with seasoned executives, successful entrepreneurs, elected officials, high-level policymakers, and business leaders in a one-on-one setting.
 - 33 Executive Mentors participated in 2015.
 - Mentors include: John Elstrott, Chairman of the Board of Whole Foods Market; Dr. Pat Quinlan, CEO of Ochsner Clinic Foundation and Ochsner International Services; Karen Carter Peterson, Louisiana State Senator and Chairwoman of the Louisiana Democratic Party; Charles Rice, CEO of Entergy; Sarah Usdin, founder of New Schools for New Orleans and Orleans Parish School Board member; and many more.
5. **Use of the Propeller Incubator, a Co-Working Office Space:** Participating Ventures receive free access to Propeller's 10,000 square foot co-working facility throughout the 3-month program. Membership includes use of our co-working desks, WiFi, printing, a mailing address, conference room meeting space, and parking. The Propeller Incubator is located at 4035 Washington Avenue. www.GoPropeller.org/Incubator
6. **Peer Learning:** As an Impact Venture, you will be welcomed into the Propeller community to benefit from learning, sharing, and collaboration with 90 Alumni Ventures and 12-15 fellow Growth Ventures.
7. **Access to Free Workshops:** Propeller hosts a series of free workshops on topics relevant to entrepreneurs and small businesses, including: angel investing roundtables, Finance, Excel, pitch coaching, accounting, PR/media, legal structures, fundraising, taxes, social media, and more.
8. **Increased Visibility:** Propeller helps increase Startup Ventures' visibility through special events, media referrals, and feature articles in publications. Propeller and its ventures have received notable attention from *The New York Times*, *TIME*, *WIRED*, *Fast Company*, *Los Angeles Times*, *Entrepreneur magazine*, *Forbes*, and others.

Program Requirements

- Attend a program kick-off retreat (Saturday, March 12, 2016)
- Attend weekly in-person meetings with your Executive Coach
- Ability to consistently follow through on jointly developed and agreed-upon action steps, goals, and deliverables week to week
- Spend a minimum of 40 hours/week working on the venture during the program
- Responsiveness to Propeller Program Staff, including willingness to report out on social impact and financial progress, and to fill out programmatic surveys as requested

Selection Criteria

The ideal candidate is a high-potential entrepreneur who is interested in external assistance to accelerate the growth of his/her Venture. We select participants based on three main criteria:

1. Entrepreneurial/leadership qualities

- Demonstrated leadership potential
- “Grit” – ability to overcome obstacles and continue despite failure
- Ability to decide on a course of action despite ambiguity
- Ability to focus and “get things done”
- Strong passion and commitment for the program area in which they plan to work
- 100% commitment to the social venture (minimum 20 hours/week)
- Practical skills, including problem-solving, strategic, and organizational abilities
- Personal integrity

2. Potential for financial growth and sustainability

Revenue-generating ventures:

- Have earned/raised a minimum of \$50,000 in total revenue in the previous fiscal year
- Have at least one full-time employee in addition to the Founder(s)
- Desire to significantly increase revenue, contracts, and customers
- Viable identified revenue streams and validated business model

Pre-revenue ventures:

- Must have a finished prototype and significant positive user traction
- Reasonable and validated market analysis
- Identified sustainable revenue stream(s)
- “Ready” to raise a round of financing
- At least one full-time team member (can include Founder)

3. Innovation/potential for significant impact in Propeller’s four target sectors

(See above for details on sectors)

- Clear and compelling problem definition
- Seriousness of the social/environmental problem to be addressed
- Sound strategy and plan for program development and delivery
- Plan for evaluating success and performance
- Innovative idea and approach
- Potential for tangible impact to the beneficiary population
- Potential for solving the identified problem at scale (locally, nationally, or internationally)
- Potential for effecting systemic change (e.g., policy change, societal change, influence in the field)

Application Process

1. Attend one of our program Q&A sessions (Optional, see dates below)

For specific questions on the application, please contact Propeller’s Director of Programs, Julia Stewart at jstewart@GoPropeller.org.

2. Complete the online application

Applications are due **February 1, 2016 at 11:59pm CST**, with rolling acceptance from January 15-February

1. Early submissions are encouraged. www.GoPropeller.org/accelerator/apply

3. Notification

Selected 2016 Growth Ventures will be notified by **February 25, 2016**.

Upcoming Events	Dates	Info
Q&A Sessions	Tues., Jan. 5, 2016 5:00pm-6:00pm Wed., Jan. 20, 2016 2:30pm-3:30pm	GoPropeller.org/events
Final Application Deadline	February 1, 2016 11:59pm CST	GoPropeller.org/accelerator
Growth Ventures’ Selection Announcement	February 25, 2016	Announced via email, newsletter and media outlets
3-month Program Term	March 12, 2016 - June 7, 2016	*Saturday, March 12th is a required Venture retreat.

Propeller Organizational Impact

- **90 Impact Ventures launched** since 2011 through Propeller’s accelerator programs, including a local food hub, a maternal health collective, an education design studio, and a wetland mitigation company.

- **Over 120 full- and part-time jobs created**, contributing to an expanded workforce in New Orleans.
- **\$35 million in external financing and revenue** collectively generated by Propeller Fellows and Alumni.
- **\$70,000+ in seed funding awarded** to Ventures through sector-based pitch competitions.
- **Collaborated to pass and implement state policy** for universal school lunch participation and Benefit Corporation legislation providing an alternate corporate entity for social ventures.

Sector Impact

Food security: 43% of public school children receiving healthy school meals at their school; \$9.8 million in revenue generated to support healthy school meals for children; construction of a 27,000 sq. ft. market and distribution center for local food in Central City; facilitation of over 120 agricultural redevelopment projects throughout New Orleans.

Water: 10 acres of urban land (valued at \$300,000) donated for preservation; rehabilitation of over 1,330 acres of wetlands funded by mitigation credits; over 900,000 gallons of stormwater runoff kept from the water system annually to prevent urban flooding; over 200 reporters, documentarians, authors, and politicians educated on immediate water issues facing our coast.

Healthcare: 400+ families receiving doula services, including 200 low-income receiving services for free; over \$1 million in financial support and medical care secured for the New Orleans children with disabilities, servicing over 150 families; \$1.2 million in financing raised to build a community cultural and health center in Broadmoor.

Educational equity: 513 educators innovating in the classroom, collectively impacting 20,000+ students; 300+ partner school trainees and 41 facilitator trainees to support students and prevent youth violence from interfering with learning; over 6,000 elementary students receiving health screenings (vision, hearing, dental, and immunization).



Accelerator Alumni Testimonials:

“Propeller has been a tremendous resource for JAC. With the support of our consultant and the pro bono network, we [were] able to increase our impact from 30 clients to 450 clients in only 10 months. [We are now at 2,000 clients.]”

Ameca Reali
Co-Founder, Justice & Accountability Center ('13)

“Propeller has been our rock and our go-to place for our development needs. It has also been a home. We have been mentored, we have had support in key moments, and we have had a place to share our joys and frustrations. We have learned from the consultants, from the pro bono network, and from our peers. The Propeller staff has really nurtured us and our project, helped us believe in ourselves, and facilitated making our dreams come true.”

Elizabeth Gard Townsend & Ron Gard
Co-Founders, Limited Times LLC (Propeller '14)

“One of the things I’ve found to be most challenging about launching a start up is not having a team. As a solo-founder, it was up to me to ‘make it happen’ and I missed the camaraderie that comes with a collective vision . . . until I joined Propeller. Working with my consultant, Eric, has been invaluable. He’s the thought-partner I needed to gain self-confidence, to strategize sales and program offerings, and to establish short and long-term plans. Working with the other Ventures and the Propeller staff has also been very thought-provoking. [...] I highly recommend anyone interested in launching a socially-focused venture in NOLA apply.”

Amy Vreeland
Founder and CEO, TrueSchool ('14)