



2020 Accelerator Application Overview

Eligibility Requirements

Propeller selects its Impact Ventures from a competitive pool of applicants that have identified a meaningful problem, and have a compelling and unique solution. A maximum of twenty (20) ventures (for-profit and/or non-profit) will be selected for this year's cohort.

Ventures applying will be evaluated and accepted based on the following criteria:

1. Social and/or Environmental Impact,
2. Financial Viability,
3. Entrepreneurial Leadership,
4. Commitment to Racial Equity, and
5. Focus Area Alignment

Priority will be given to those ventures that aim to address systemic inequities beyond the immediate public health crisis while either pivoting their business strategies or managing an increase in demand for services as a result of the pandemic. Due to the focus of this year's accelerator, the program is open to businesses who were in operations or have begun operations within one of Propeller's areas of focus by May 31, 2020.

Propeller Alumni are welcome to apply for this year's accelerator, and priority will be given to those ventures who have participated in one (1) previous accelerator.

Directions

The following questions appear on the online application as they are listed below. All questions with asterisks (*) are required for submission. This application should be completed by the owner, founder, or board member who will be acting as the primary point of contact for the Impact Accelerator.

If your venture is at the stage of receiving revenue, we strongly recommend that you have financial documents such as Profit and Loss statements and budgets for the past 12 months readily available when filling out this application.

If you have any questions while submitting your application, contact us at programs@gopropeller.org or reach out to Program Coordinator, Melissa Alba at 504.867.9099.

Your Venture

- Venture Name*
- Approximate Date Established (if you aren't sure of the exact date, just select the first day of the month and year the venture was founded)*
- Business Street Address*
- Business City*
- Business State*
- Business Zip Code*
- Business Phone*
- Business Email*

- Website (Please do not put your personal info, this section pertains only to the venture)
- Instagram handle
- Twitter handle
- Facebook page
- LinkedIn page
- What is your venture's business structure?*
- State venture is registered in
- Stage of Business*
- Do you have any of the following certifications? (*Check as many as apply*)
 - 8(a) Business Development
 - Disadvantaged Business Enterprise
 - HUBZone Certification
 - Minority Business Enterprise
 - Women's Business Enterprise
 - Veteran-owned Small Business

Leadership Demographics

Please provide the demographics (gender and race) for each board member (if applicable) and members of your senior leadership, including CEO, Executive Director, and other senior positions in your organization. All personal information you and any additional team members share with Propeller is kept anonymous and used to help measure our progress in developing a more inclusive entrepreneurial community.

- Name or Title*
- Role*
- Race*
- Gender*
- Ownership Share (%)*

Primary Team Member Contact Info

- First name*
- Last name*
- Email*
- Phone number*
- Your home address*
- Your city*
- Your state*
- Your zip code*
- Are you a founder/owner/board member of this initiative/project/venture?*

Primary Team Member Demographic and Income Level Info

All personal information you and any additional team members share with Propeller is confidential and used to help measure our progress in fostering a more inclusive community. Propeller is required to report aggregated income data to our funders to ensure their investments comply with the Community Reinvestment Act.

- Race*
- Gender Identity*
- Parish of Residence*
- Household Size*
 - LMI limit for your household
- Is your annual income (before taxes) more or less than the amount listed above?*

Application Narrative

If you are unsure which impact objective best applies to your work, [please review our focus areas of Community Economic Development, Education, Food, Health, and Water here.](#)

- Please select the focus area that best fits your work:*
- Community Economic Development
- Education
- Food
- Health
- Water
- Does your venture seek to address any of the following social impacts objectives?*
- Community Economic Development:
 - Development of affordable housing along the South Broad corridor
 - For-profit brick and mortar businesses owned by entrepreneurs of color on the North Broad or South Broad Corridor
 - Organizations improving the operating environment for Black and Brown entrepreneurs
- Education:
 - Access to quality early childhood education
 - Development of equitable, culturally relevant practices, policies, and approaches in education systems across New Orleans.
 - Expanded pathways to vocational education, and job skill development for New Orleans youth
- Food:
 - Local food products included value-added with emphasis on sustainable, healthy, affordable, and locally sourced ingredients
 - Consumer packaged food products, or other processed goods for retail/direct to consumer sales
 - Equitable food sector economic development
 - Innovative food solutions in response to COVID-19
- Health:
 - Health care service provision or delivery
 - Service provision to impact social and physical determinants of health
- Water:
 - Community-level interventions to improve how we live with water, orgs supporting relocation to safer land, companies or orgs directly addressing environmental disparities for communities of color
 - Design or construction of coastal projects in alignment with state coastal master plan, e.g. marsh creation, rock terracing
 - Design or construction of green infrastructure for public or private clients

1. What does your business do? Describe your mission. (Word Count: 75 - 150 words)*
2. Propeller aims to grow and support entrepreneurs to tackle social and environmental disparities. What specific problem in New Orleans are you solving? Please describe the problem and why it exists: (Word Count: 75 - 150 words)*
3. Propeller's programming provides a focus on racial equity and reduction of poverty. In your opinion, why have differences in wealth, income, and business creation occurred for different communities? (Word Count: 75 - 150 words)*
4. Describe your products and/or services. How will they specifically address the problem that you are trying to solve? (Word Count: 75 - 150 words)*
5. Describe how your venture will/does make money. Note: You may attach supporting documentation below. (Word Count: 75 - 150 words)*
6. Who are your customers (people paying for your product/service)? If applicable, who are your beneficiaries (people who benefit from your product or service, whether or not they pay for it)? If your program or business is new, how do you know that the potential customers and beneficiaries would buy into your products or services? If possible, please provide up to three examples of customer validation (Word Count: 75 - 150 words)*
7. Who are your competitors/potential partners? What do you know about organizations providing similar products/services in your field? (Word Count: 75 - 150 words)*
8. What business challenges are you currently experiencing and what do you need to overcome them? (Word Count: 75 - 150 words)*
9. Why is your team the right one to implement this idea? What expertise, capacity, connections, or resources do you and your team have that will make you successful? Do you have any partners (other businesses or organizations?) (Word Count: 75 - 150 words)*
10. How are major decisions made within your organization? From which stakeholders must you gain approval (i.e. management, board members, etc.)? (Word Count: 75 - 150 words)*

Accelerator Benefits

- The following are some of the benefits associated with entrepreneurial accelerators. Please rank the following benefits in terms of how important they are to your venture's development and success: *
 - Access and connections to a community of like-minded entrepreneurs
 - Access and connections to new customers and/or contract opportunities
 - Access and connections to potential funders/investors
 - Awareness and credibility
 - Business skills development
 - Mentorship from business experts
 - Racially equitable business process development
- What would you hope to accomplish during Propeller's Accelerator Program? What other potential benefits would you look for from accelerator programs that are not included in the above list? What would make this program a success for you? (Maximum 150 words)*
- What other accelerator program(s) or technical assistance provider program(s) have you participated in? Please list each program and the year you participated.*

Financial Information

For this section, please report only funds received and expended during the last 12 months.

Before you begin this form, we recommend that you have any of your venture's financial statements on hand (if available) to answer questions regarding your venture's financial performance over the last 12 months.

Propeller will keep your information completely confidential and will never share with any outside parties unless we receive your prior written approval.

	Did you have this kind of revenue last calendar year?	Total Amount Last Calendar Year
Earned Revenue (excluding any charitable donations)	Please select * <input type="text"/>	\$ <input type="text"/> *
Philanthropic Investment	Please select * <input type="text"/>	\$ <input type="text"/> *
Founder Investment	Please select * <input type="text"/>	\$ <input type="text"/> *
Outside Equity Investment	Please select * <input type="text"/>	\$ <input type="text"/> *
Debt Financing (not convertible or forgivable) (added this year only)	Please select * <input type="text"/>	\$ <input type="text"/> *
Debt in Form of Convertible Note (added this year only)	Please select * <input type="text"/>	\$ <input type="text"/> *
Forgivable Debt (added this year only)	Please select * <input type="text"/>	\$ <input type="text"/> *
Other Revenue	<input type="text"/>	<input type="text"/>

- Total Expenses in the last 12 months*
- What were the sources of your starting capital?*

COVID-19 Impact and Response

- How are you currently operating as compared to prior to the local spread of COVID-19? Please choose the option that best describes your situation.*
 - o Business as usual
 - o I am operating, but my business model has substantially changed
 - o I am operating, but my service delivery has substantially changed
 - o I am temporarily closed
- Describe your biggest business needs as they relate to COVID-19 adaptation.*
- Have you applied for an Economic Injury Disaster Loan (EIDL) and/or a Payroll Protection Program (PPP) loan? If so, how much did you receive?*
- How do you envision building long-term viability and organizational sustainability in the new business landscape brought about by COVID-19?*

Supporting Information

This section is for the optional submission of further supporting materials that you think may positively impact your application. Opting to not upload further materials in this section will not hurt consideration of your application; uploading of further materials is strictly optional.

- (Optional) If you'd like to attach an optional preliminary budget or pro-forma, please do so here. If you'd like support in creating a preliminary budget, please email the Programs Team at programs@gopropeller.org.
- (Optional) Please upload any additional documents (i.e. team member resumes, video, testimonials, business plan, slide deck, preliminary budget, pro-forma, or other supporting financial documents, etc.) that you think would strengthen your application.
- How did you hear about Propeller's Accelerator Program?*

 - Friend/Family
 - Other/Propeller Alumni
 - Referred by Propeller
 - Local News
 - Propeller Newsletter
 - Social Media