



Impact Accelerator 2020

About Propeller

Propeller: A Force for Social Innovation is a 501c3 nonprofit dedicated to supporting social innovation in New Orleans. Our mission is to grow and support entrepreneurs to tackle social and environmental disparities. We envision an inclusive and thriving entrepreneurial ecosystem in New Orleans that responds to community needs and creates the conditions for an equitable future.

APPLICATION DEADLINE: May 31, 2020

www.GoPropeller.org // @GoPropeller

Program Details

July 15, 2020 - November 20, 2020

Propeller's Impact Accelerator is an interactive 4-month accelerator program that provides entrepreneurs with coaching, community building, curriculum, and technical assistance. Our program enables entrepreneurs to build ventures that are grounded in financial viability, social impact, racial equity, and a demonstrated commitment to the prosperity of our city and region.

In response to COVID-19, this year's accelerator focuses on supporting businesses navigating the new landscape as a result of the pandemic. Propeller will prioritize working with those entrepreneurs within our focus areas who aim to pivot their strategies or strengthen their service or program delivery while incorporating foundations of equity into strategies and services with the goal of addressing disparities in New Orleans.

Propeller drives systemic change within five focus areas: community economic development, educational equity, food access, health, and water. For each sector, Propeller will prioritize solutions that specifically address the following issues:

- **Community Economic Development:** Organizations improving the operating environment for Black and Brown entrepreneurs, for-profit brick and mortar businesses owned by entrepreneurs of color, and building community along the Broad Street Corridor. Development of affordable housing along the South Broad corridor.
- **Education (Ages 0-24):** Development of equitable, culturally relevant practices, policies, and approaches in education systems across New Orleans. Access to quality early childhood education. Expanded pathways to vocational education and job skill development for New Orleans youth.
- **Health:** Health care service provision or delivery. Service provision to impact social and physical determinants of health.
- **Food:** Food access and food equity as well as food service businesses who are pivoting to producing consumer packaged goods and other local food products with an emphasis on sustainable, healthy, affordable, and locally sourced ingredients. Equitable food sector economic development.
- **Water:** Community-level interventions to improve how we live with water, companies or organizations 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.

Eligibility Requirements

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 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.

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.

Program Benefits

1. **Lead Mentors:** Our program's curriculum is led by experienced executives who have demonstrated significant entrepreneurial success and leadership, business acumen, and are committed to accelerating the impact and financial sustainability of social and environmental entrepreneurs in New Orleans. Our Lead Mentors commit to the growth and development of participating ventures, in part through the participation of bi-weekly face-to-face meetings with ventures and related follow-up. Through a collaborative process, Lead Mentors assist Impact Ventures in developing individualized road maps and assist in achieving significant milestones and goals.
2. **Subject Matter Experts:** Impact Ventures receive access from a curated network of professionals, 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.
3. **Executive Mentor Office Hours:** Impact Ventures expand their networks with opportunities to meet with influencers, executives, investors, donors, elected officials, high-level policymakers, and business leaders.
4. **Access to Technology:** To minimize barriers to participation, Propeller will ensure each Impact Ventures meet the minimum technology needed to fully participate in the program, free of charge.
5. **Peer Learning:** An important component of the program is building a trusted network of like-minded entrepreneurs. Impact Ventures learn from one another, find solutions, and share challenges, resources, and successes.



6. **The Propeller Program Staff:** Our staff is here to ensure your success by making timely connections with potential clients, policymakers, government officials and mentors.
7. **Access to Free Workshops:** Propeller hosts a series of free workshops on topics relevant to entrepreneurs and small businesses, including: Finance, Excel, pitch coaching, accounting, PR/media, legal structures, fundraising, taxes, social media, and more.
8. **Increased Visibility:** Propeller helps increase Impact 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*, *Los Angeles Times*, *Entrepreneur Magazine*, *GOOD*, *Forbes*, and others.

Program Commitments

- Attend Orientation (**August 1, 2020**)
- Attend all bi-weekly meetings with your Lead Mentor (**August 3, 2020 - November 20, 2020**)
- Attend all bi-weekly convenings
- Develop and execute a self-developed and self-directed work plan with clear milestones and deliverables
- Strong commitment to racial equity
- High effort and timely communications with all Propeller staff and consultants

Complete the Online Application by May 31, 2020

The final application deadline will close at 11:59pm CST May 31, 2020. Please visit our website to apply.

www.GoPropeller.org/accelerator/apply

We are also happy to provide coaching on all application questions in advance of **May 31, 2020**. Contact the Programs Team at programs@GoPropeller.org or attend one of the sessions listed below.

Important Dates: Application Period

- **5/13** | Applicant Information Session Webinar
- **5/21** | Applicant Information Session Webinar
- **5/31** | Application Deadline

Important Dates: Post-Acceptance

- **8/1** | Orientation
- **8/18** | Meetup #1
- **9/1** | Meetup #2
- **9/15** | Meetup #3
- **9/29** | Meetup #4
- **10/13** | Meetup #5
- **10/27** | Meetup #6