



Propeller's 2017 Growth Accelerator

Propeller is accepting applications for its 2017 Growth Accelerator.

Apply by January 20, 2017 for early consideration.

Program Dates: March 10, 2017 - June 6, 2017

Grow Your Business | Increase Your Impact

Propeller's Growth Accelerator Program helps entrepreneurs increase the profitability and sustainability of their business. Startup founders, small business owners, and non-profit organizations are encouraged to apply.

Please see below for program requirements.

About Propeller:

Propeller supports entrepreneurs in growing their business and maximizing their social impact in New Orleans.

Propeller has worked to build a community of non-profit and for profit entrepreneurs across four sectors:

- **Water:** Coastal restoration, urban water retention and quality, maritime industries and ports, and fisheries.
- **Food Access:** 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.

To date, Propeller has helped local entrepreneurs build over 100 great businesses, create more than 250 jobs, and generate over \$67 million in external financing and revenue growth.

About the Program:

Incoming ventures should be seeking to scale social impact, increase revenues, customers, and contracts, and/or raise external investment. Twelve to fifteen ventures will be selected to participate in three months of intensive executive coaching and strategic support from:

- Weekly one on one strategy consulting sessions
- Dedicated marketing and branding experts
- Accounting and financial services
- Legal experts
- Access to an experienced network of front-end and graphic designers
- Investor sit-downs
- Meetings with private sector and public sector leaders
- A minimum of \$50k in pre-committed equity investments for two companies



Connect with Local, National, and Global Media Outlets:

Propeller helps increase selected 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, Politico.com, USA Today, The Times Picayune, The Advocate, Silicon Bayou News, and many more.

Program Requirements:

Accepted ventures must work within Propeller's focus areas, adhering to the following guidelines:

- **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).
- **All Applicants:** Have a validated business model with strong evidence of positive user feedback and/or sales. Listed below are program requirements for all ventures:
 - Attend program kick-off retreat (March 10-11, 2017)
 - Attend mandatory program sessions (April 14, 2017 and June 3, 2017)
 - Attend weekly meetings with your Executive Coach
 - Consistently follow through on jointly developed action steps, goals, and deliverables
 - Spend a minimum of 40 hours/week working on the venture during the program
 - Attend and pitch at Propeller's Demo Day (June 6, 2017)

Application Deadlines:

Visit www.GoPropeller.org/accelerator/apply to apply:

- Early applications are due January 20, 2017 at 11:59pm CST
- The final application deadline is February 9, 2017 at 11:59pm CST

Attend One of Our Program Q&A Sessions

For specific questions on the application, please contact Propeller's Director of Programs, Daniel Applewhite at dapplewhite@GoPropeller.org. All applicants will be notified by February 25, 2017.

Upcoming Q&A Informational Sessions

1. December 15, 2016 | 5:00pm-6:00pm | *Webinar*
2. January 10, 2017 | 5:00pm-6:00pm | *In-person meeting at Propeller*
3. January 24, 2017 | 5:00pm-6:00pm | *In-person meeting at Propeller*
4. February 2, 2017 | 5:00pm-6:00pm | *Webinar*