



## Impact Accelerator 2021

### 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 a powerful community of diverse entrepreneurs and stakeholders working together for a more equitable future where everyone can lead healthy, fulfilling lives free of racism, poverty, and other systems of oppression.

**EARLY APPLICATION DEADLINE: May 30th, 2021**

**FINAL APPLICATION DEADLINE: June 27th, 2021**

### Program Details

**July 19th, 2021 - November 18th, 2021**

*Propeller's Impact Accelerator is an interactive 4-month accelerator program that provides Startup and Growth stage 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, as well as a demonstrated commitment to the prosperity of our city and region.*

Propeller supports entrepreneurs driving systemic change within five focus areas: community economic development, education, food, health, and water. For each focus area, Propeller will prioritize solutions that specifically address the following issues:

- **Community Economic Development (CED)**
  - Development of affordable housing along the South Broad corridor by Black, Indigenous, or Latinx developers
  - For-profit brick and mortar businesses owned by Black entrepreneurs on the North Broad or South Broad Corridor
  - BIPOC-led non-profit or for-profit organizations improving the operating



environment for BIPOC 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 Orleanians
- **Food**
  - Consumer packaged good(s) with environmental benefits
  - Consumer packaged good(s) with locally sourced ingredients
  - Consumer packaged good(s) with health benefits
  - Other consumer packaged good(s)
- **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, 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

Propeller selects its Impact Ventures from a competitive pool of applicants that have identified a meaningful problem, and have a compelling and unique solution. Up to five ventures (for-profit and/or non-profit) will be selected for *each* focus area.

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
5. Focus Area Alignment



Applicants in the Growth Stage should have an identified target market, be able to explain their vision for their company and opportunities for growth. Growth Stage ventures should have proven traction and should be seeking opportunities to scale. Applicants in the Startup stage are either pre-revenue or early revenue-generating companies. All applicants should be eager to learn and understand anti-racist principles and ways to intergrate them with their personal and business goals.

Propeller Alumni are also welcome to apply. An assessment of progress made since previous program enrollment and updated goals that reflect advancement and adjustment for new challenges will be considered for Alumni applicants.

## Program Benefits

1. **Lead Mentors:** Propeller connects each venture to a Lead Mentor who has demonstrated significant entrepreneurial leadership, business acumen, and is committed to accelerating the impact and financial sustainability of social and environmental entrepreneurs in New Orleans. Entrepreneurs meet with Lead Mentors bi-weekly to strategize on the growth and development of their ventures. Through a collaborative process, Lead Mentors assist Impact Ventures in developing individualized road maps and 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 domains such as marketing, law, accounting, bookkeeping, design, and financial modeling.
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. **Use of the Propeller Incubator:** Impact Ventures have free basic coworking membership at the Propeller Incubator, throughout the 4-month Accelerator. Membership includes use of our coworking 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](http://www.GoPropeller.org/Incubator)

5. **Peer Learning:** An important component of the program is building a trusted network of like-minded entrepreneurs. Startup 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 coordinating resources and making timely connections with key individuals.
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, + 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*, *Los Angeles Times*, *Entrepreneur Magazine*, *GOOD*, *Forbes*, + others.

## Program Commitments

- Attend Orientation (July 31, 2021)
- Attend all bi-weekly meetings with your Lead Mentor
- 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

## Key Dates

- 5/20 | Applicant Information Session Webinar
- 6/16 | Applicant Information Session Webinar
- 7/31 | Orientation
- 8/10 | Meetup #1
- 8/24 | Meetup #2
- 9/07 | Meetup #3



- 9/21 | Meetup #4
- 10/05 | Meetup #5
- 10/19 | Meetup #6
- 11/18 | Closing Celebration

## **Complete the Online Application by June 27, 2021**

The final application deadline will close at 11:59pm CST June 27, 2021 Please visit our website to apply. [www.GoPropeller.org/accelerator/apply](http://www.GoPropeller.org/accelerator/apply)

We are also happy to provide coaching on all application questions in advance of June 27, 2021. Contact the Programs Team at [programs@gopropeller.org](mailto:programs@gopropeller.org) or attend one of our Q&A sessions, found by visiting [www.GoPropeller.org/events](http://www.GoPropeller.org/events).

For more information contact [programs@gopropeller.org](mailto:programs@gopropeller.org)