

## Accelerator Program Overview

The SEG Accelerator is a 12-week blended learning platform that provides high impact social entrepreneurs with the knowledge, networks and resources they need to accelerate the growth of their enterprises.

The Accelerator offers a world-class curriculum developed and delivered in collaboration with Brown University. This innovative and flexible, blended-learning model includes:

- Weekly easy-to-access online modules
- Seven four-hour workshops that help entrepreneurs execute their new knowledge and skills
- Weekly one-on-one meetings with an experienced business coach

SEG offers three Accelerator cohorts annually: *Impact, Health & Wellness and Food.*

The SEG Accelerator has graduated 96 social enterprises since 2010, 86% of which are still operational. The SEG Signature Accelerator program has now been replicated nationally, and has received recognition from the SBA and other top funders.

### Why Apply:

- **Business acumen:** Gain access to a comprehensive business development curriculum and on-demand learning resources.
- **Industry-specific expertise:** Work with and learn from experts working within your industry through one-on-one coaching, in-person workshops and peer learning.
- **Business Coaching:** Meet weekly with a designated business strategy coach who will help you address anything that comes up during the three month program.
- **Professional support:** Access pro-bono 1-on-1 advising and cut costs in marketing, fundraising, executive/leadership coaching, accounting and legal professionals and other advisors.
- **Peer learning:** Entrepreneurs in the cohort work collaboratively and learn from one another.
- **Co-working space:** Six months free 24/7 access to the SEG Hub co-working space.
- **SEG loan fund:** Priority access to low-interest business loans with flexible terms.
- **Access to capital:** Intimate panels of philanthropists and investors give their tricks of the trade and help you determine what form of capital is best for your venture's structure and scale.
- **SEG program staff:** Program staff ensure that you make valuable connections and receive appropriate assistance.
- **Supplementary learning:** Access free SEG Workshops and events for 6 months.
- **Amplified visibility:** Gain customers and visibility through SEG's blog, podcast, social media networks and mailing list.
- **Influence Policy-makers:** Break down barriers to success and help improve RI's business environment through strong relationships with RI policy-makers.
- **Find & Hire Interns:** Partnerships with RI's 11 colleges and universities provide the opportunity to hire interns with a variety of technical skills.

- **Forum:** Continue nurturing relationships with like-minded leaders; SEG's Forum is a confidential roundtable serving social enterprise CEOs and Executive Directors.
- **Exclusive Opportunities:** In addition to SEG's services, we also connect Accelerator alumni to many more opportunities to get free or reduced business services and exclusive access to competitive business development programs such as Echoing Green and MassChallenge.

Eligibility:

You are motivated, coachable and have a social venture that is feasible. Having a functioning team is encouraged, but not required. We work with social ventures of all legal structures across industries. Program is open to new or emerging businesses within existing organizations as well.

**You desire to:**

- Seek out external advice, services, mentoring and support
- Be part of a peer learning community
- Set and execute on goals
- Receive feedback and use it in a constructive manner

**As an Accelerator entrepreneur you will:**

- Set program goals with your coach and program manager
- Dedicate 10-15 hours per week or more to the program during the duration of the 12-week program
- Participate in weekly online learning modules and complete pre-work assignments (hours vary)
- Actively participate in seven four-hour workshops
- Check in weekly with your designated business coach
- Participate in monthly surveys, an exit survey and annual post-Accelerator surveys
- Pitch at the public commencement at the end of the program
- Take part in continued social enterprise support and community with co-working, workshops, events, coaching/advising and more

Selection Criteria:

**The ideal candidate is a high-potential social entrepreneur that has generated some revenue and gained some traction in a market and wants to take their venture to the next level.**

1) Market feasibility

- Viable set of assumptions for financial sustainability and growth
- Validated analysis of your market
- Quality assessment of product/service feasibility

- Indicators for evaluating success

## 2) Leadership

- Demonstrated ability to create and maintain positive relationships
- Grit: Proven ability to fail and get back up
- Passion and commitment for the cause at hand
- Personal integrity

## 3) Social impact

- Ability to achieve sustainable social change
- Deep understanding of needs of beneficiaries
- Venture has high potential for impact
- Severity of issue
- Potential for job creation
- Potential for community involvement
- Innovation of venture

### Cost:

\$500 is due upon registration.

A \$2,000 pay-it-forward contribution (tax-deductible) will be due upon reaching a \$100,000 increase in revenue.

Scholarships are available for promising entrepreneurs facing financial barriers.

### How to Apply:

#### **Applications are due by**

- **Impact: October 10th, 2017**
- **Food: October 2017**
- **Health & Wellness: June 2018**

Find the application on our website [www.segreenhouse.org](http://www.segreenhouse.org) -> Services -> Venture Development -> Accelerator.

**Testimonials:**



*Tools & ideas that save mothers & newborns*

“Social Enterprise Greenhouse provides a fast track pass to the growing set of people with the skills to advise and support social enterprise in the state of Rhode Island.”

**-Meg Wirth, Founder, Maternova**



“When Capital Good Fund first started working with Social Enterprise Greenhouse, we were still struggling to take a really good idea to the next level: implementation. Now, three years later, we have grown leaps and bounds and our growth trajectory is exceeding all our expectations.”

**-Andy Posner, Co-Founder & Director, Capital Good Fund**



“I pitched along with 19 other social entrepreneurs to a large group of social investors. We were told that we had the best organized pitch, which made a direct link between business growth and social impact. And that is a direct result of what we learned from the SEG accelerator.”

**-Peter Pinchot, President, EcoMadera**



“This generous, open and supportive community that we are lucky to be a part of not only provided us with basic training through the accelerator curriculum, but also allows us to grow in a place where these tools are constantly being applied and these lessons are being learned and relearned.”

**-Eric Bai, Technology Lead, Text Up**