



GROW YOUR SOCIAL ENTERPRISE
ACCELERATOR

Program Overview

The SEG Accelerator is a 12-week blended learning platform that provides social entrepreneurs the tools, networks and resources to validate their idea, understand their customer, and formalize growth strategies from fundraising to social impact measurement.

The Accelerator offers quality 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 118 social enterprises since 2010, 78% 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 competitive-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.

Find the application on our website www.segreenhouse.org -> Grow Your Social Enterprise -> Accelerator.