

Accelerator Focus Areas

Focus Area 1: Problem, Solution & Product-Market Fit

- Define the core problem your solution will address and understand key market indicators and define
- Connect with market experts to distill your solution value proposition and address competition

Focus Area 2: Go-To-Market Strategy

- Identify and prioritize how you will sell to customers via direct and indirect channels through understanding the buying center and cost of acquisition
- Plan and prepare customer success efforts to ensure your customers love and recommend your solution

Focus Area 3: Mission, Vision & Culture

- Succinctly articulate why your organization exists and what vision of ultimate success will inspire customers, employees and allies
- Learn from leading companies whose culture and values drive business success and stakeholder happiness

Focus Area 4: Fundraising

- Know when, how much and from whom to raise funds
- Identify and profile candidate investors to maximize the efficiency and effectiveness of fundraising

Focus Area 5: Foundations for Scaling

- Connect with technology experts to make informed technical decisions on how to scale while incurring minimal “technical debt”
- Understand how sales, customer success, finance, product management and other functions evolve as a company matures

Focus Area 6: Presentation and Selling Skills

- Practice how to create a compelling and memorable pitch story to drive interest and action
- Study time-tested selling skills and messaging techniques useful toward prospective customers, investors, employees and partners