

An Intro to Accelerator



Thrive's Accelerator program scales up social and financial impact.

STRUCTURE

Participants of Accelerator will receive both coaching and classroom instruction. One-on-one coaching is offered once weekly for 24 weeks. The classroom portion of the program takes place once per week over 16 weeks. A cohort will have a maximum of 12 participants.

CURRICULUM

Curriculum in Accelerator is built to support entrepreneurs in the completion of a Strategic Plan (“Roadmap”) for their business. Businesses will do an assessment of their current performance and set goals in three key areas;

Social Impact. Classroom instruction to deepen participant understanding around social impact includes completing a social business model canvas, an impact gap canvas, and exposure to the landscape of social issues and initiatives in Calgary.

Sales and Marketing Effectiveness. Topics covered in this area include an introduction and evaluation of the sales and marketing funnel of each business, available sales and marketing tools, and branding.

Financial Impact. Businesses in Accelerator are asked to provide financial statements from the previous year, which are used in class to assess the financial performance of the business and to improve the financial literacy of business owners. Businesses are also exposed to alternative and local financing options to support growth.

This process allows businesses to work on, rather than in, their business, and move towards ensuring a financially sustainable and efficient business model, and the delivery of social impact for years to come.

COACHING

Coaching is designed to support participants with individual needs that may not be covered or are more difficult to address in the classroom setting. This one on one relationship provides an amazing opportunity for participants to receive tailored feedback and support throughout their start-up process.

PARTICIPANTS

We're looking for participants that have an existing business, operating for at least one year and with revenues below \$250,000. Businesses should either already have a social impact purpose within their business or have a clear idea for how they intend to implement social impact through the course of the program. Successful participants are coachable, committed, and willing to hold themselves accountable.

EXPECTATIONS

It is expected that participants have 100% attendance for both classroom and coaching components, with absences allowable only under special circumstances. There will be a need for participants to work on their Roadmap outside of the program. They can reasonably expect the program commitment to be 8-10 hrs per week.

PHILOSOPHY

Thrive's work is built on values of inclusion, relationships, local ownership, and shared prosperity, and social enterprise is an important vehicle in advancing these values. At the intersection of business and social sectors, social enterprise acts to broaden economic participation, create sustainable livelihoods, and address important social inequities in our communities. Accelerator is Thrive's way of providing the vital tools needed for local social entrepreneurs to grow their financial sustainability and community impact.