

## How to get into an accelerator programme

### Good to know: What is a Start-up Accelerator?

Start-up accelerators are unique and tend to have the following characteristics:

- Cohort based: A group of start-ups going through the accelerator at the same time, focusing on the teams, not individual founders.
- Fixed term: A defined start and finish to their programme, typically ranging from 3 to 9 months, ending with a final, public pitch event where the participating start-ups are highlighted and can get real investors on the spot.
- Mentoring: Most accelerators have access to already successful entrepreneurs who want to give back by mentoring start-up companies.
- Connections: Offers connections to other strategic partners and co-working spaces.
- Seed money for equity: It is typical for an accelerator to take an equity position in the start-up company in exchange for the start-up being accepted to and completing their programme. The equity position is usually accompanied with a modest seed investment into the company as well.

### Tips for Getting Into a Start-up Accelerator:

Have you already started on your green business? Then you probably are in need of professional help and finance. Entering into an accelerator programme will mean to receive mentorship, classes and training to speed up the growing of your green business. In some of the best accelerators, it also means access to a network of high level business professionals and potential investors. To be member of an accelerator programme will help you to shape your company vision while putting in place a roadmap to effectively grow your green business for great success.

Accelerators have a huge added value for those green entrepreneurs who can get into them. Here are some steps to follow to be accepted by an accelerator.

1. Identify your Accelerator and reach out to programme mentors and previous participants. There is nothing more important than the right mentor or contact in the start-up world. It all begins with a great idea, but can only continue with a great network.
2. Be prepared for the call. Once that highly anticipated call for an interview comes through it is imperative the team is ready to go. Have a minimal-viable product, a product demonstration and a presentation that outlines the short and long-term goals for your company.
3. Once you have been accepted, and before starting, make sure that all documentation is reviewed by legal counsel to protect the interests of both parties. If possible, register your company before.