# ACEBBBBBBBB <u>SBUSINESS SUPPORT PROGRAMS</u>

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# WHAT ARE BUSINESS ACCELERATOR PROGRAMS?





# Main Components

- Focus on business model generation & customer discovery
- Access to mentors & advisors
- Access to funding



#### What makes MainStreet Accelerator Programs different?

# BENEFINS



# Benefits for Businesses

- Fast-paced ability to determine viability of an idea and true desire to launch
- Ability to test a business in a de-risked environment
- Generate traction
- Generate revenue and gain real market



## Benefits for MainStreet

- Positions organization as an economic development driver in the region
- Target gaps in business mix
- Decrease building vacancies/increase inventory of useable space

# TAKEAWAYS FOR BUSINESSES

### Business Takeaways

#### **BUSINESS MODEL DESIGN** Value proposition · Customer Segments, etc. **CUSTOMER DISCOVERY** • Hypothesis · Testing · Refining **COMPETITIVE LANDSCAPE** Blue Ocean Strategy/Strategic Positioning · Solution ID



#### Business Takeaways

#### **REGULATORY COMPLIANCE** Industry-specific · Community-specific **ACCOUNTING & FINANCE** • Employees · GRT **LOCAL BUSINESS OWNER STORIES**

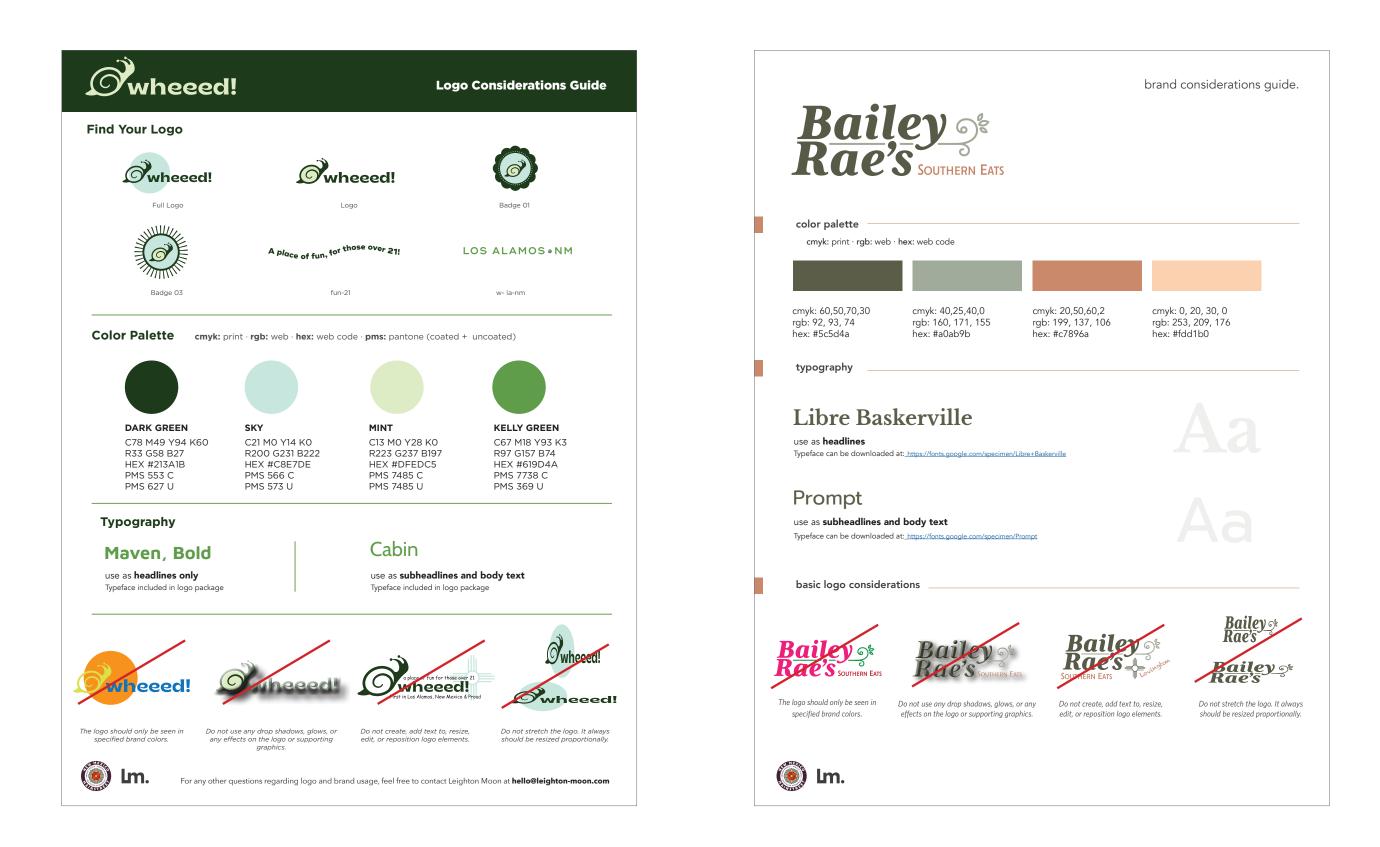




#### Business Takeaways

#### **MARKETING & BASIC BRANDING**

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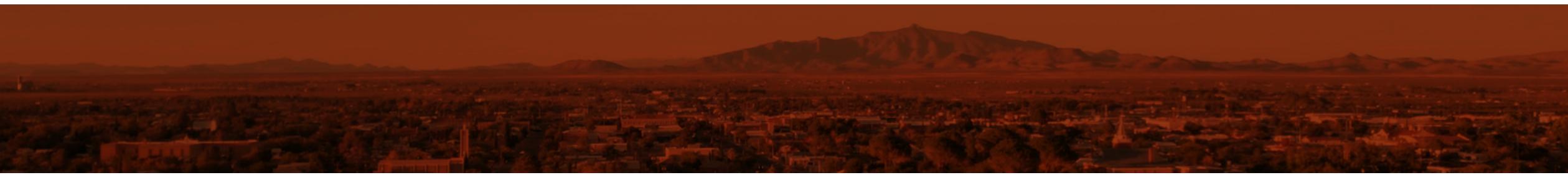




# DIFFERENT PROGRAM STRUCTURES



#### Los Alamos BUSINESS ACCELERATOR





#### **BUSINESS ALIVE**









# Entrepreneur Limitations

### **TIME CONSTRAINTS & COMMITMENT** HOMEWORK DETAILS GET "CUT OUT"



# Design/Branding Limitations

# LIMITED DISCOVERY PHASE HARD EDITS BRAND CONSIDERATION GUIDES



# HOW TO EXPRESS LIMITATIONS

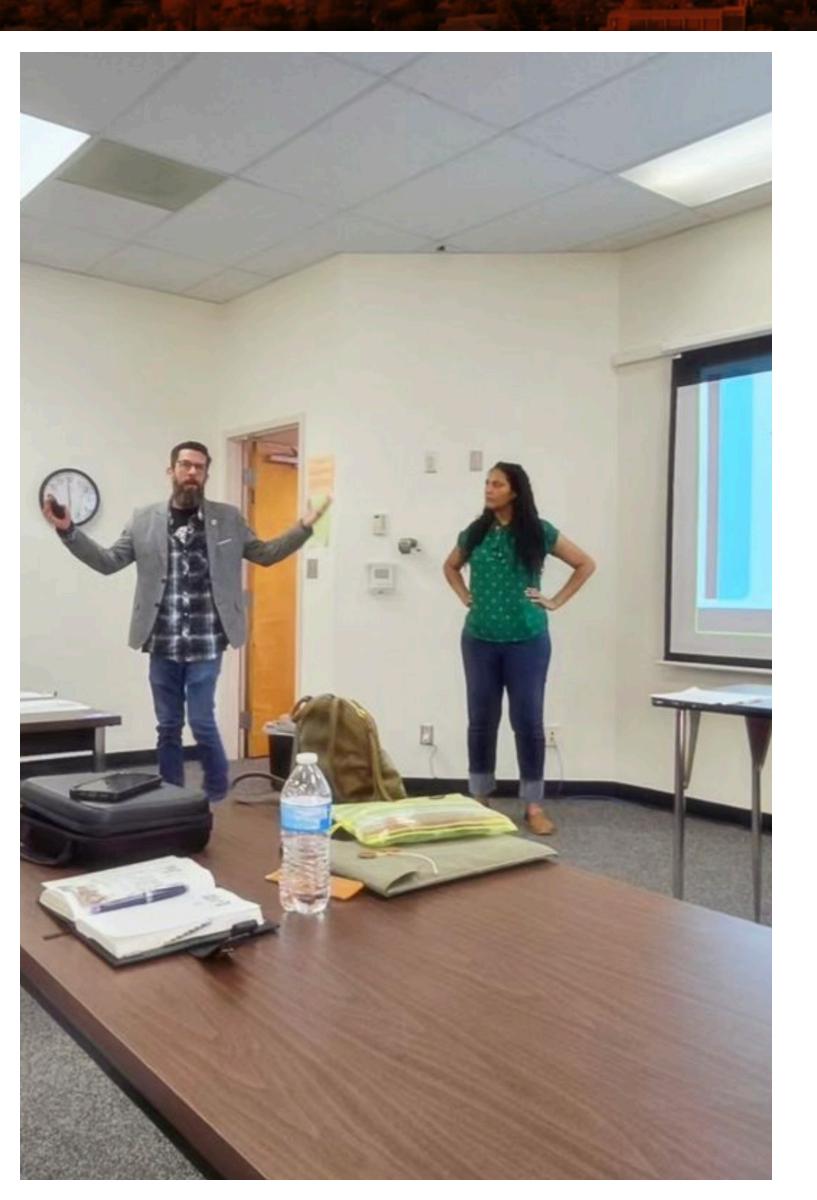
# WHERE TO START

### I Gal Process





### I CEAL Process



#### **DISCOVERY QUESTIONNAIRE**

#### **LOGO PRESENTATION**

#### **DESIGN PROOF**

#### **FILE PACKAGE DELIVERY**



• Storytelling, Goals, Visual Preferences

Mindset Prep, What to Expect from Logo/Process

Distributed by Executive Director/Lead

• Approval or Soft Edits

 Distributed by Executive Director/Lead Logo Files, Fonts (Free), Colors, Basic Do's & Don'ts



# Questions?



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THANK YOU!





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