

Welcome to the
Accelerator Centre

PROGRAM GUIDE

Four Phases: Your Journey to AC Graduation

4

Scale for global success

Achieving a repeatable, scalable business model

6 months

3

Grow your business

Customer and product development

6-12 months

2

Build a solid foundation to scale

Validation of product/market fit and customer creation

6-12 months

1

Build a product someone wants

Ideation, customer discovery, and early validation

4-12 months



- Launch product for scale with a customer support system in place for nurturing relationships
- Build out the brand experience and drive positive customer engagements to grow sales and revenue
- Have a measurable framework in place for evaluating growth
- Develop a senior leadership team to grow your business and attract investments (as required)

- Transform your MVP into an alpha or early beta version with production scalability in mind
- Create a metrics framework for measuring success and iterate
- Refine your business model to maximize product impact on your target customers
- Establish the right team to serve your customers as you grow the business

- Launch the MVP and refine your product through successive iterations
- Attract customers by developing early marketing collateral and a process for sales and distribution
- Leverage feedback, identify product advocates, and create testimonials
- Build out your business model with the help of Milestone and Advisory Board Meetings

- Shape the vision of what you want to build and understand the organizational requirements
- Validate assumptions and gain market insights by completing the AC Pathfinder program
- Understand the key features and user experience required for a Minimum Viable Product (MVP)
- Present your progress on Presentation Day as you prepare to enter Phase Two

Make the most out of your Accelerator Centre experience

Take full advantage of:

- The expertise of our Mentors to build a custom milestone plan that is your blueprint for achieving business success
- Our Advisory Network of business professionals for inspiration, niche expertise, and strategic guidance
- Exclusive in-house and one-to-many educational sessions from our partner network and special speakers
- Social events such as themed pub nights, AC community events, hackathons, and exclusive pitch events
- Our AC JumpStart program, which offers up to \$40,000 in matching funds and mentorship if you advance through Presentation Day, or through open applications twice per year (upon successful completion)
- Access to government funding programs, Angel investors, and VC connections
- Turn-key workspace in one of our four locations — desks, internet, and of course, unlimited coffee
- Over \$300,000 in value added services from places like Amazon, IBM, HubSpot, MARs, and many others
- Our broad Partner Network of incubators in places like Silicon Valley

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