



ACCELERATE APP // PLAYBOOK

This easy-to-use guide is here to help Accelerator Managers run a *successful Corporate Accelerator*.

PLAN → SETUP → RUN → REPORT SUCCESS

BACKGROUND FOR RUNNING AN 'ACCELERATE PROGRAM'

KNOW YOUR PIPELINE

Here is a quick rundown of every step in your 'Accelerate Process' pipeline:

1 REGISTER TEAMS

Participating Startup Team leads register their team into the Accelerator Program in this first step. By default, the Submitter will be defaulted as the Startup Team lead.

A 'Review' action item is triggered to the Accelerator Manager to check for accuracy, record their 'initial investment', and more.

Once the action item is complete, the Startup advances to the next step.

2 KICK OFF PROGRAM

This step reflects the beginning of the Startup's orientation with the Accelerator Process. A 'Development' action item must be completed by the Startup Team to move to the next step.

Note: the action item will include relevant information, and links to helpful resources (i.e. how to use their 'Team Workspace'.) Once

completed and the Startup Team has all their tools and resources, the Accelerator Manager moves the Startup to the next step.

3 FIND MENTORS

The Startup Team is now searching for 'Mentors' to help guide decision making for their Startup. Note: The Accelerator Manager may recommend potential Mentors.

The Startup can advance once their 'Development' action item is completed (to add their Mentors) by the Startup Team lead.

4 REVIEW PROGRESS - 1ST MEETING

The Accelerator Manager conducts a meeting with the Startup Team and Mentors to review progress to date and provide feedback. A 'Development' action is triggered to the Accelerator Manager to record notes.

KNOW YOUR ROLES

Here are the individuals associated with an 'Accelerate Process':



INNOVATION MANAGER

Follow this playbook to provide a successful 'Accelerate Process' for your company's Corporate Accelerator.



ACCELERATOR MANAGER & TEAM

The leader of the company's Corporate Accelerator, who wishes to run a further organized program.



MENTORS

Experienced individuals that the Startup Teams recruit to help guide their decision making and business strategy.



STARTUP TEAMS

External representatives from the 'Startups', that are being vetted by the Corporate Accelerator, and potentially invested in.

**5 REVIEW PROGRESS – 2ND MEETING**

A second meeting occurs after the Startup Team iterates and records progress in their 'Team Workspace' based on the feedback and updates discussed in the 1st meeting.'

6 REVIEW PROGRESS – 3RD MEETING

A final review meeting occurs after the Startup team iterates and records progress in their 'Team Workspace' based on the feedback and updates discussed in the previous meeting.

7 REVIEW PRESENTATION – 1ST MEETING

This is the first meeting to start preparation for the upcoming Demo Day. The Accelerator Manager and their team complete their 'Scorecard'

action items to capture impressions of each presentation.

8 REVIEW PRESENTATION – FINAL MEETING

After the Startup team incorporates feedback from the first presentation meeting, a final meeting is conducted to prepare for 'Demo Day', and another Scorecard action item is triggered to capture impressions.

9 REVIEW DEMO DAY CHECKLIST

The Startup Team Lead receives a checklist for their upcoming 'Demo Day' containing a list of 'to-dos' and considerations to ensure their presentation goes smoothly.

10 PRESENT AT DEMO DAY

In this step, Startups present their offering to a large audience including the Accelerator Management team, leaders of the organization, external investors, and members of the media. The Startup moves into the next step after their presentation is complete..

11 CONDUCT FINAL MEETING

A final meeting occurs with the Startup Team, Mentors, and Accelerator Manager to discuss the results of the 'Demo Day' presentation, discuss next steps (if any), and collect feedback from the Startup Team exiting the program.

12 MONITOR AND SUPPORT

The Accelerator Manager 'keeps tabs' on the progress of the Startups after exiting their Process, and provides any fee needed assistance along the way.

KNOW YOUR PREREQUISITES

Ensure you cross these items off your list, prior to kicking off a new 'Accelerate Program':

✓ Confirm an Active (or Planned) Corporate Accelerator Process

The Innovation Manager should confirm if there is an active, or planned Corporate Accelerator type process in their company.

✓ Secure an External Application Process

The Innovation Manager should lock down the application process for external Startup Teams to apply for the Corporate Accelerator.

PLAN → **SETUP** → RUN → REPORT SUCCESS

SET UP YOUR 'ACCELERATE PROCESS'

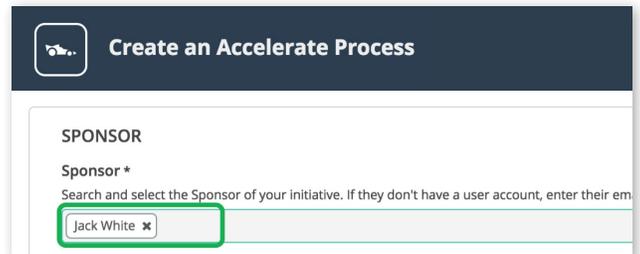
Once all prerequisites are met, let's now set up the actual site in Brightidea.

REQUIRED TO-DO'S



Create your 'Accelerate Program'

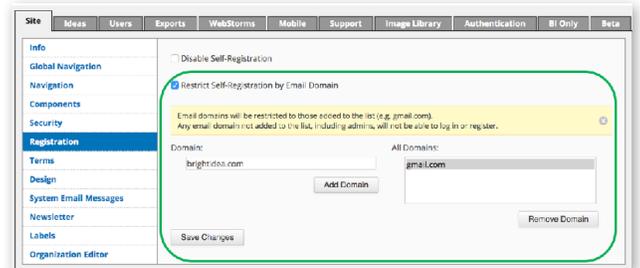
Select the [Accelerate App](#) in your Apps Pillar to create your new Process. The App Creation Wizard will guide you through all key components needed, including Title, Description, etc.)



Confirm Accelerate Site Security

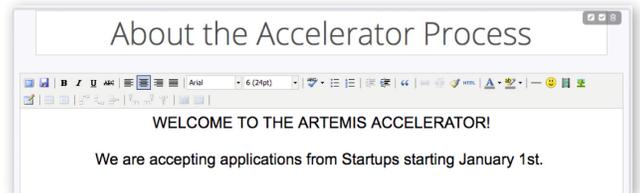
Ensure that your Accelerate site is secure from the rest of your Brightidea system. Information outside of the initiative may be sensitive, so you may wish to not have the rest of the system to be visible to participating Startups.

Navigate to your site setup to [Registration tab](#) to change settings in Enterprise. You can also [group restrict](#) your site as well.



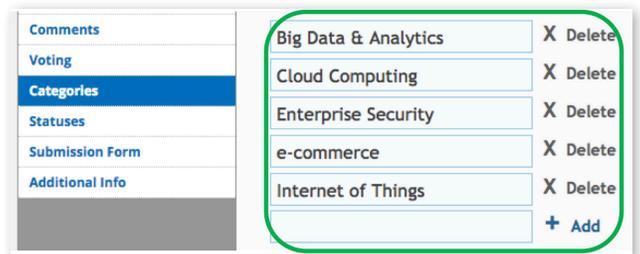
Add Accelerator 'Process' Details

Enable 'Widget Setup Mode' on the bottom left of the screen on your home page. Edit your 'About this Process' widget to communicate any further details regarding your 'Accelerate Process'.



Update Submission 'Focus Areas'

The submissions for the Startups may need to be further refined. Navigate to Setup, under Ideas → Categories to [edit these categories](#).





✓ Update Submission Fields for Application

The submissions for the Startups may need to be further refined. Navigate to Site Setup → Ideas → Submission form to [update these fields](#) to your needs.

✓ Confirm Process 'Phases'

Navigate to your new home page, and edit the ['Phase' Widget](#). Reflect accurate dates for your Accelerate process. The Accelerate App will come with default phases.

RECOMMENDED TO-DO'S

✓ Add Additional Research Fields

The Accelerate App will ship with default ['Development Form Questions'](#) to be sent back to your Startup Team, once Startups have begun to be examined.

If you wish to tweak those questions on behalf of your Corporate Accelerator, navigate to the associated 'Development' steps, and select 'Configure Development' to update those fields.

Development Fields:	Included	Required	Field (edit fields)
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Enter your mentors
	<input type="checkbox"/>	<input type="checkbox"/>	Product Concept Design Review - Notes
	<input type="checkbox"/>	<input type="checkbox"/>	Product Concept Design Review - Attachments
	<input type="checkbox"/>	<input type="checkbox"/>	Implementation Design Review - Notes
	<input type="checkbox"/>	<input type="checkbox"/>	Implementation Design Review - Attachments
	<input type="checkbox"/>	<input type="checkbox"/>	Team Workspace
	<input type="checkbox"/>	<input type="checkbox"/>	Final Meeting - Notes
	<input type="checkbox"/>	<input type="checkbox"/>	Final Meeting - Attachments
	<input type="checkbox"/>	<input type="checkbox"/>	Demo Day Checklist



PLAN → SETUP → **RUN** → REPORT SUCCESS

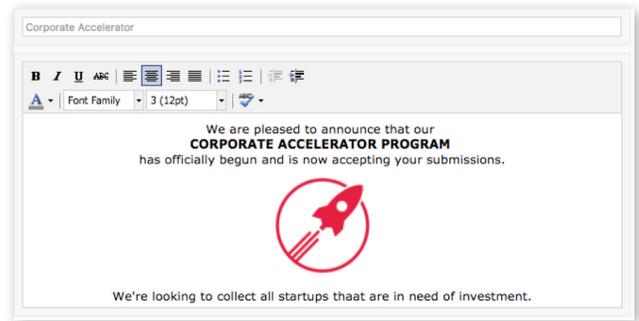
RUN YOUR 'ACCELERATE PROCESS'

Here are activities the Accelerator Manager, in partnership with the Innovation Manager should do, to ensure success:

DAY OF LAUNCH

✓ Announce the Process to Startups!

Make sure participating external Startup Teams are aware of this site, whether sending out communications on your own accord, or marketing it by other means. The **Startup Team Lead** should be able to access the site and submit their Startup.

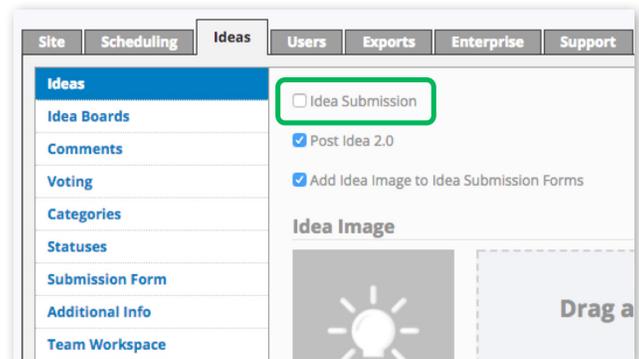


RUNNING THE PROCESS

✓ Disable Submission After All Startups Are In

Once all Startups have entered the Accelerate site, it may be best to disable submission.

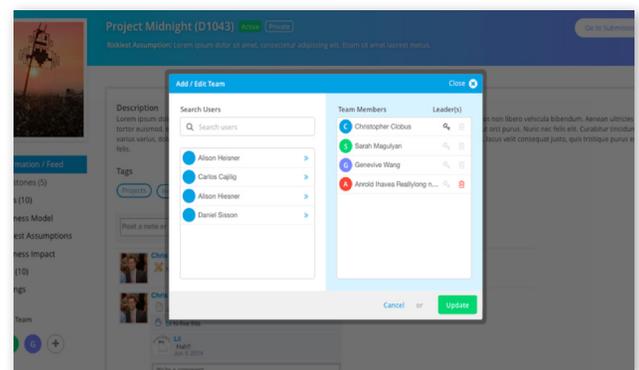
To disable submission, navigate to your site setup to turn off.



✓ Add Members to 'Team WorkSpaces'

Once their Startup has submitted themselves in the Accelerator Process, navigate to the Team Workspace for that project to add/remove Startup Team Members, if necessary. Please note, this can be done in the Review action item..

TIP! Friendly FYI, private 'Team WorkSpaces' are meant for Startup Team Members to *surface their risks, assign each other tasks, add relevant documentation*, and more to push the Startup to follow-on funding. Learn more about '[Team WorkSpaces](#)' here.





✓ Ensure Action Item Completeness

If any Startup Teams are delayed in completing their action items, it can delay decision making and other milestones. Tap the [Action Item Reminders](#) feature to send *automatic reminders* to your Startup Teams.

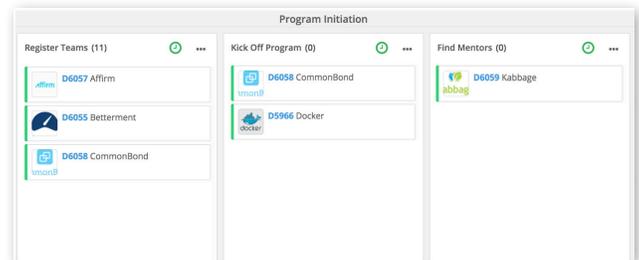


✓ Track Pipeline Progress

The Innovation Manager & Accelerator Manager may want to check-in on where Startups are in the Pipeline.

Ensure the Accelerator Manager (and his/her team) are keeping the wheels moving, and getting what they need to move Startups forward to their upcoming milestones (i.e. 'Presentation Review or their 'Demo Day').

TIP! It may be easiest to schedule upcoming touchpoints in advance.



✓ Track Business Impact

Projects that are in the final steps, the Innovation Manager should circle back with the Project Team Members to [record projected and actual business impact](#) on their project.

		2017		2018	
		Projected	Actual	Projected	Actual
Benefits	¥	5900	900000	—	—
Cost Avoidance		900	100000		
Cost Savings		5000	800000		
Costs	¥	1000	10000	—	—
Project Team		1000	10000		
Net Benefits	¥	4900	890000	—	—

✓ Prepare for your 'Demo Days'!

Demo Days are big component for your Corporate Accelerator. The purpose of these 'Demo Days' is for these Startup Teams to acquire more funding, and also to create further exposure for the Accelerator Process.

- Here are some checklist items to review:
- Secure a proper physical space.
- Ensure to invite key external individuals, including other Venture Capitalists and any media.
- Host a post-event social.



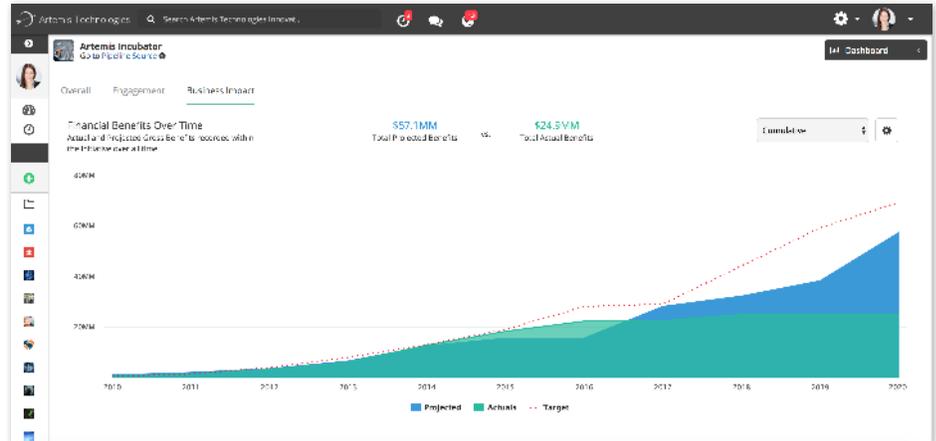
PLAN → SETUP → RUN → **REPORT SUCCESS**

REPORT SUCCESS TO YOUR STAKEHOLDER

We recommend a meeting or summary on a recurring basis, for your 'Accelerate Program.' Here is what we suggest you cover:

SHARE BUSINESS IMPACT

Is the Company Accelerator projecting a lot of impact? Leverage the [Business Impact Dashboard](#) to let your stakeholder know the latest.



SHARE THE PARTICIPATING STARTUPS

Your stakeholders should see which Startups have gotten through your Accelerate pipeline. *Especially* the ones that have acquired follow-on funding. Share easily by filtering by the status in the [Project Gallery](#).

The screenshot shows a 'Project Gallery' interface with 30 improvements. On the left is a filter sidebar with sections for Search, Status (Pending, Under Review, Selected for Implementation, Implemented, Not Selected, Archived), Stage (Improvement Submission, Evaluation, Results), Category (Physical, Digital, Operational Transformation, Other), Investment To-Date (\$), Projected Benefit (\$), and Tags. The main area displays a grid of project cards, each with a title, author, and description. Examples include 'Make it about moments' by Jacob Slater, 'Standardize and simplify the checkout experience' by Blake Wilson, and '11 months between these survey periods is too long' by Madeline Gill.



DO YOU NEED FURTHER ASSISTANCE?

We'd be more than happy to [schedule a conversation](#) to get you started with the Accelerate App!