

# RBC Social Enterprise Accelerator powered by Innovate Calgary



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## Series Details

Innovate Calgary is pleased to announce the launch of the RBC Social Enterprise Accelerator (SEA). SEA is a six-month program commencing January 2017 that will showcase and grow Calgary-based startups for whom social impact is core to their mission and profitability is core to their business model.

SEA's goal is to accelerate impact, profitability and technology for selected startups. It is a competitive program open to Calgary's best social enterprises. Those startups focused on inclusive finance, poverty alleviation, affordable housing and integrating new immigrants are especially encouraged to apply.

SEA is divided into two phases. In Phase 1, startups build entrepreneurial skills through business model design, customer discovery, go-to-market strategy and social impact measurement. In Phase 2, they receive one-on-one mentoring to address specific business challenges, mature their business model and technology, create increased impact and grow revenue. They also receive pitch coaching and expert advice on non-technical aspects of their business from Innovate Calgary's legal, accounting, marketing departments and assistance from other partners.

Successful applicants are assigned a mentor when admitted to SEA. This mentor will be an experienced executive or entrepreneur who also understands social impact, and will work with the startup for the duration of the program to accelerate them towards their business goals.

The program is delivered with the support of partners like Ambrose University, Bow Valley College, Calgary Economic Development, Mount Royal University, Propellus, Trico Foundation and others. SEA will be delivered in downtown Calgary with drop-in zones in other parts of the city. Participants are welcome to attend office hours and relevant events, and use the space as an office or hub to meet and learn from peers and experts.

SEA will conclude with a demo day in June 2017, where each startup will present to a panel of experts from RBC, Innovate Calgary and partner organizations. As a result, presenting startups may receive an offer of further development support, seed funding or other type of partnerships that may be mutually discussed and agreed with the partner. Innovate Calgary will also make efforts to present startups to external investors and other relevant partners.

There is no cost for participants as SEA is generously supported by RBC. The minimum expected time commitment is 6-8 hours a month.

## Value Proposition

1. Receive access to Innovate Calgary's suite of programs, services, experts and facilities
2. Refine your business model, social impact, technology and pitch

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3. Build non-technical competencies i.e. IP, governance, marketing, compliance, taxation, etc.
4. Become more investable through pitch development and coaching
5. Develop relationships with a leading Canadian bank
6. Present to RBC and others for an investment or partnership
7. Collaborate with your peers and experts.

## Timelines

<b>November 30, 2016:</b> Application deadline	<b>January 16 to February 24, 2017:</b> Accelerator Phase 1
<b>December 5, 2016:</b> Shortlisted companies notified	<b>March 1 to May 31, 2017:</b> Accelerator Phase 2
<b>December 16, 2016:</b> Accepted companies notified	<b>June 2017:</b> Demo Day and Exhibition

## Application Criteria

1. Based in Calgary or the immediate surrounding area
2. An incorporated company
3. Working on your startup full-time
4. Able to demonstrate social impact
5. Have revenue, or an identified path to revenue
6. Validated technology as determined by implementation and customer feedback

## Next Steps

Submit an application **by November 30, 2016** at: <http://www.innovatecalgary.com/forms/rbccaccelerator/>

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