

Activate Fund

Earned Revenue Accelerator Additional FAQs

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Basic Questions

Who is leading this program? Co.act Detroit is leading the program. Gingras Global is a supporting partner and will facilitate the Accelerator curriculum.

Is this program the best fit for organizations starting out with a new product or for organizations with a long-existing product? It could be either—a new product or a long-existing product provided there are six months of commercial sales history. Co.act aims to select a diverse awardee cohort. We invite applicants in both situations to apply if they meet the eligibility criteria.

Application/Selection Questions

Is there a minimum gross sales number that an organization should have for their minimum viable product (MVP) or do you they just need six months of consistent sales? You do not need to have a minimum number of gross sales. We just ask that you have six months of sales. These sales do not have to be sales from the last six months.

If I don't have a brick and mortar facility and work within neighborhood facilities and their budgets, should I enter my budget or my host organization's budget? Please submit information about your organization's budget. Also, if your host organization is your fiduciary then you are ineligible to apply at this time.

Given the small size of the cohort, and with the complexity of the review criteria related to DEI alignment and the product/service offered, how does the review committee make a decision if you find keen similarities between applicants? Co.act Detroit may also consider the following criteria to ensure a diverse mix of participants:

- Budget size
- Market sector
- Product/service
- Beneficiary served
- Diversity of organization demographics

In addition, there will be a jury of cross sector leaders with expertise in nonprofit earned revenue streams who will advise on final selection of participants.

Can you make an appointment to help with questions about the application? Yes, please visit the Co.act Detroit website at coactdetroit.org/activate-fund to sign up for open office hours. You can also email activatefundinfo@coactdetroit.org or call (313) 789-1386 and schedule a time to meet with the Activate Fund Program Manager, Lauren Boone.

Participation Questions

Is there a cost to the participants selected? No, the participants do not have to pay a fee to participate in the Accelerator.

While participating in the Accelerator, can the nonprofit promote their participation in addition to fundraising? Yes, all participants will receive a communications toolkit that they can share as they wish.

Class Questions

Will any of the classes or office hours switch to onsite if COVID restrictions are lifted? No, all classes will be held virtually.

Are the classes three hours each week or every other week? The classes are three hours biweekly. In the in between weeks, office hours will be held for one-on-one support and to allow participants time to complete assignments before the next class The expected time commitment is three hours per week for 12 weeks.

What days and times will the classes be held? Session topics and schedule are as follows. A class syllabus with exact dates and times will be made available to awardees by early March.

Week	Date	Topic	Speaker
Session 1 – 3 hours	March 29	Business plan, cash flow and customer discovery	Gingras
Office Hours	April 5		
Session 2 – 3 hours	April 12	Financing, tax and legal	TBD
Office Hours	April 19		

Session 3 – 3 hours	April 26	Stakeholder buy-in and staffing operations	Gingras, Board Development Consultant TBD
Office Hours	May 3		
Session 4 – 3 hours	May 10	Marketing, branding, e-commerce and in-person selling	TBD, Ellen Currin, Christina Devlin/Carrie Vestrand (TechTown)
Office Hours	May 17		
Session 5 – 3 hours	May 24	Storytelling and pitch practice	Eric Thomas (Saga MKTG)
Office Hours	May 31		
Session 6	June 7	Graduation	

Do you have any case studies or success stories that you can share that might be serving as a model for the curriculum? Co.act and its Activate Fund advisory group reviewed a number of regional and national programs to inform the design of all Activate Fund programs, including the Earned Revenue Accelerator. Benchmarking also examined similar programs in Detroit’s entrepreneurial ecosystem. Additional case studies will be incorporated into the Accelerator curriculum.