



MERGELANE

The Ins and Outs of Accelerators

What is an accelerator?

Accelerator

vs.

Incubator

Time?



Focus?



Investment?



Network?



Residence Requirement?

Accelerators: By the Numbers



Source from which Accelerator Accepts the Most Applicants	ALL	Non-USA	USA	Sample
Local or regional networking efforts	37%	44%	32%	35
Accelerator's website	17%	13%	21%	35
F6s.com	17%	13%	21%	35
Other	14%	13%	16%	35
Personal recommendation from mentor	9%	13%	5%	35
Personal recommendation from alumni	3%	6%	0%	35
Non-local/regional networking efforts	3%	0%	5%	35

Average # of Applicants Per Cohort:
283 (321 US)

Accelerators: By the Numbers



Startup Funding	ALL	Non-USA	USA	Sample
Seed capital offered to companies	\$22,078	\$22,421	\$21,789	35
Equity in companies	7.3%	9.1%	5.8%	35
Accelerators offering convertible notes	28%	19%	35%	36
Amount of convertible note if offered	\$70,714	\$35,000	\$85,000	7
Accelerators offering other types of funding offered to companies	61%	75%	50%	36
Of these other types, accelerators offering funding that is exclusive to their companies	68%	75%	60%	22
Percent of accelerated companies receiving additional investments	37%	44%	34%	36
Average amount of funding the actual accelerator or its related fund gives post-program to companies	\$108,000	\$104,000	\$110,000	15

USA Average:

Seed Capital: \$21.7 k

Equity Stake: 5.8% (DFJ Study = 10%)

Avg. Addtnl. Conv. Debt: \$85k (only 7)

Food Accelerators



Questions?



Common Hesitations



Too Early

Too Late



Too Much Equity

Too
Much Time



Too Many Opinions

Questions to Ask

Avg. Capital Raised

Mentor Time Commitment



Mentor/Investor Ratio

Staff Background

Company Shifts

References:

-Participants

-Mentors

-Staff



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Demo Day
4.24.15

Hikes
2nd Fridays @3pm

Mergelane.com/events



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