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Rock Accelerator Application TEMPLATE

Arthur Rock Center for Entrepreneurship

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Instructions

1. Review the Rock Accelerator Rubric (available on website) to understand the scoring criteria and weighting.

2. Complete the enclosed slides to the best of your ability. Try to inspire us and also give a vision for a company not just a product.

3. Be specific on your progress to date. Completed customer discovery does not carry as much weight as completed 100 customer interviews and learned xxxx.

4. Please be aware that teams who have already raised or have received ≥$100,000 (USD or the currency conversion equivalent) in funding are eligible for the accelerator, but the team is ineligible for Rock Accelerator funding.

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Title Slide: Startup Name

Team Lead Name

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Describe the Problem to be solved!

Tell us your story! Inspire us! What was your Aha! moment? Why is this important to you and your team? Why you?

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Target Customer:

- Customer discovery interviews: How many? What did you learn? Did you observe current processes, if so what did you learn?

- Describe switching costs

- Outline the current purchasing process (if available)?

- Why is this your target customer?

- What are their personas?

- How do they make decisions?

- What partnerships will be needed, if any?

- Is there a two-sided platform, and if so, which side is most important?

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What is your solution?

- What is it exactly? App, Software, hardware, marketplace, service, etc.

- How is it better than current solutions? Saves time, Money? Gives Access, etc.

- What is your magic sauce? IP, exclusive partnerships, existing customer base?

How are customers currently solving this problem?

- Who or what are the competitors or switching challenges?

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Summarize your Value Proposition

For [target customer segments] who must [problem to be solved], our product is a new [category name] that provides [solution to the problem]. Unlike [current solutions], we offer [key differentiating factor].

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If you have a Demo or MVP please share here:

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Solution Testing (if applicable)

- Describe the solution testing you have completed to date and your key learnings.

Describe how you will make money? What is your business model?

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Action Items

Describe the top 3-5 measurable action items you need to complete to move your venture forward. Please note these should be around validating either your CVP, iterating on your MVP, or testing your Go-to-Market strategy and business model.

Action Item	KPI (measure and date due by)	Funding needed (if any)
i.e. complete customer interviews	25 interviews by September 15	
i.e. build a prototype to test product features	Create a concierge model and test with 5 users by October 15th	

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Action Items

Action Item	KPI (measure and date due by)	Funding needed (if any)

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Funds Raised/Won

- Please list any and all funding raised to date and/or contests won:

Funding Type	Amount
Total	

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