



EO Accelerator

Together we grow.

A Guide to EO Accelerator

The catalyst that enables first-stage entrepreneurs
to catapult your business to the next level

Our Core Values



Trust & respect

We develop deep and lasting relationships based on personal integrity.



Thirst for learning

We pursue new ideas and perspectives.



Think big, be bold

We innovate, take risks, and make a difference. We face challenges and create positive change.



Grow together

We are inclusive and value diversity. We share experiences and we are committed to each other's development.

At Accelerator, our mission is to empower entrepreneurs with the tools, accountability and community to aggressively grow and master their business.

As a first-stage entrepreneur, you face new challenges every day. Whether it's determining how you're going to fill the rush of new orders, deciding how you're going to penetrate new markets or figuring out how you're going to make payroll, it seems at times you find yourself wishing you had an instruction manual for your business.

It's okay. We understand.

And we're here to help. Accelerator, an Entrepreneurs' Organization programme, is the catalyst that enables first-stage entrepreneurs to catapult your business to the next level. Our mission is to empower you with the tools you need to grow your business to more than US\$1 million in sales and provide you with the skills to make yourself a better entrepreneur and leader.

Along with structured educational content focused on the core areas of first-stage businesses, the Accelerator Program affords you the unique experience of learning from and connecting with the world's most influential entrepreneurs.

Global Participant Testimonials



Michelle Chai

EOA Malaysia

After going through a divorce and losing her mother in 2017, Michelle Chai decided to start a new project to shift her focus away from the sadness in her life.

Chai started Kintry, a healthy snack brand, in Kuala Lumpur, Malaysia. Kintry makes cookies, granola and crisps, or chips. The idea, Chai said, was to make a snack for everyone - cookies for the kids, granola for the healthy-minded and crisps, or chips for everyone else.

In January 2021, Chai decided to join EO Accelerator, after finding herself in a space where she was having a hard time scaling up and unsure of what to do next.

Her favorite aspects of EO Accelerator so far are the community, the four pillar learning days and the coaches. Chai said she has enjoyed business collaborations with other Accelerator participants and EO members, and considers the program to be similar to earning a mini business degree at a lower cost.

"My biggest lesson is that we shouldn't feel scared, we should be brave. When I first joined, I was shy to tell people about my business, my revenue and how I do things. But I realized that nobody judges in the program," Chai said. "The biggest takeaway is that we should be brave, be courageous and say what we want. From there, we will open doors to meeting new people and gaining insight on things that we may not have otherwise."



Avery Birch

EOA Nova Scotia

Avery Birch started 365 Experience, a short-term rental business, about four years ago. Inspired by travelers staying at 365 Experience properties, Air Scoot was born out of the necessity for better traveler mobility in September 2020.

During an EOA Strategy Day, Birch discovered his BHAG for Air Scoot - divert 10 million trips using fossil fuels by 2024 and make electric transportation so accessible and affordable that people can't say no.

Currently, Air Scoot operates in Halifax Regional Municipality (HRM), a city in Nova Scotia, Canada. Because of EOA connections, Birch said he was able to launch Air Scoot in the U.S. in Miami, FL to try out a full 12-month Air Scoot season.

"I have directly applied all of the learning day sessions into the business and we are on this rocket ship trajectory because of it," Birch said. "It has been very easy to connect [in EO Accelerator]; it is very warm and welcoming, remarkably so," Birch said.

"I think it is the best organization that I've ever been a part of. I can't stop talking about it."

"I have directly applied all of the learning day sessions into the business and we are on this rocket ship trajectory because of it,"



Cristin Smith

EOA San Diego

After selling half of her business after the 2008 stock market crash, Cristin Smith took a six-month sabbatical to Mexico. Two months in, doctors found four tumors rapidly growing in her neck and thyroid. For a year, Smith coordinated with a variety of doctors from Tijuana to Los Angeles, in order to find the root problem and a cure. Smith found herself synthesizing the doctors' diagnoses and recommendations since none of them were communicating with each other.

"I kept asking myself, why isn't there one place where all of these people are under one roof and speaking to one another instead of getting contradictory diagnosis, recommendations and treatment plans?" Smith said.

In September 2017, Smith opened Saffron and Sage, an integrative health clinic, in Little Italy, San Diego. The 6,000 square foot space has three treatment and therapy rooms, an IV lounge, a boutique, a plant-based pharmacy, a laboratory, gathering rooms for workshops and events, and a studio for movements, meditations and sacred circles.

In 2019, Smith brought on some strategic partners and investors. One of the investors, an EO member, said her only stipulation was for Smith to apply and join EO Accelerator with part of her investments. She now serves as Events Chair for the EO Accelerator Board and the EO Accelerator Representative on the EO Board.

Cristin Smith said her favorite aspects of the EO Accelerator program are the community, the camaraderie and the "badge of honor." Smith said being part of EO Accelerator is similar to how the Better Business Bureau was viewed 10 years ago.

"I think there is kind of an ethical badge in the EOA community, like oh wow, you are part of this elite group of entrepreneurs, and you are building a strong, stable and scalable business. You're also successful and reputable in the community," Smith said.

Since she became an EOA participant, her biggest takeaway from the EO Accelerator program is the community. Smith said she built relationships that have opened doors in so many ways, such as to individuals and clients, who have helped direct her focus.

Graduate Testimonials

Sid Dadlani

EO UK-London

In February 2019, Sid Dadlani joined EO Accelerator, "because I was excited about the network and support for entrepreneurs. I felt that I needed that," Dadlani said.

Dadlani, Director of Kinara International, said he enjoyed the training and learning days, the EO-wide social events and the accountability sessions in EO Accelerator.

"I thought the accountability sessions were very good [, as] they were led by mentors, or accountability coaches. I enjoyed having someone experienced as a part of the accountability group to help guide it," Dadlani said.



As he transitioned from being an EO Accelerator participant to an EO member, Dadlani said the business climate and the hard work he and his team put into growing the business helped him reach graduation.

As an EO member, Dadlani said he is looking forward to spending more time on himself and less time on the business, and to have more of a balance between the two.



Kris Marshall

EO Detroit

"I do not believe you can find a better investment in your business than EO and Accelerator. This organization's sole purpose is to help entrepreneurs grow their businesses and there is an international community there to support you! I run a charity (which means I probably have one of the tightest budgets in EO), and I have not hesitated to invest in EO. With the culture, enthusiasm, and commitment of EO and the EO members, you cannot help to always be inspired and motivated to be more and do more!"



Glenn Grant

EO Boston

"I learned right away from the group as well as [from] speakers Mark Moses & Jack Daly [that] if you want to grow you must have a sales engine. I think it was Jack Daly who asked the group "How much do you want to grow your business this year? And how many sales people have you hired?"

In a nutshell, he said if you don't hire sales people, you're not going to grow, period. This prompted me to figure out how I could hire a sales person, even on a tight budget. It became very clear to me that I had to figure out how to finance that hire or we would not grow at the pace I wanted to grow. It seems so simple now but it really took the bluntness of Jack to put it into perspective and a "must do now" item on my to-do list.

In one learning day we did an exercise called the "Unique Ability Model" where we identified on a spectrum what things as an individual we are great at down to the things we "suck at" from our list of tasks and responsibilities in the business. We were told to take the things we suck at off our plate ASAP as they suck our time, we hate doing them, and there is someone we can find out there who will like to do them. I used that model to make an internal hire and I also outsourced. I now do many less tasks I hate and I have more time to do the things I'm really great at in my business.



The Accelerator Curriculum

The Accelerator Program is the catalyst that enables first-stage entrepreneurs to catapult their business to the next level. Read on below to see the specific learning opportunities provided by the Accelerator program.

Strategy

Create Sustainable Top Line Growth

The keys to sustainable top-line growth are: knowing your core customer, developing a clear brand promise, and developing your BHAG® (Big Hairy Audacious Goal) for sustainable revenue growth.

People

Become a Magnet for A-players Who Are Dedicated to Results

Growth companies' most difficult decisions involve getting the right people in the right seats. Is everyone in your company aligned, pulling their weight, and contributing as they should?



Execution

Develop a Strategic Advantage Over Your Competitors

One common challenge that quietly sneaks up on successful growth companies is the subtle transition from excellent, precise execution to passivity, complacency, and eventually poor execution disciplines. Tightening up your execution habits can dramatically improve your gross margins and profitability while reducing the time it takes to get work done.

Cash

Accelerator Cash Flow to Fuel Your Growth

The first law of entrepreneurial gravity is "Growth sucks cash." We encourage companies to examine their cash acceleration strategies. This measures the time between spending a dollar (on marketing, design, rent, wages, etc.) and earning that dollar back throughout the company.

Accountability Group

As an Accelerator participant, you will be matched with other participants to form a small group known as Accountability Groups. These groups will ensure that you are learning and growing as an individual, both through the learning provided in the classroom and through the interaction with your peers. Groups will be provided a framework and tools to keep in touch between meetings to help each keep on track with their committed goals.

Entrepreneurs' Organization Members

As a program that is facilitated by the Entrepreneurs' Organization, the Accelerator Program enables you to meet on a quarterly basis with an Entrepreneurs' Organization member in your area. This Entrepreneurs' Organization member, a successful entrepreneur who leads a business with at least US\$1 million in annual revenue, will serve as your local Entrepreneurs' Organization Accelerator contact, helping to guide the program locally with a committee of other Entrepreneurs' Organization members who are dedicated to the success of the program and its participants.

Entrepreneurs' Organization Facilitators

Each quarterly program will be led by a trained facilitator who has been a first stage entrepreneur. These moderators will bring a wealth of experience and connections to help you navigate through the content and glean as much as possible from the learning that is presented. The facilitator will answer questions from personal experience, helping you deal with the issues you face in your company with thoughtful and practical insights.

Peer-to-Peer Learning

Once accepted to the Accelerator Program, you will be able to network with other emerging entrepreneurs who can offer lessons and insights from their personal experience. Each location of this powerful program is limited to 30 participants who have been highly screened and qualified. The networking among Accelerator participants will be an invaluable part of the program not only in your local city but in the additional cities launching around the world.



EO Accelerator FAQ's

→ What is the EO Accelerator programme?

The EO Accelerator programme is a learning programme for entrepreneurs who want to grow their business to pass the \$1M mark and join EO through direct learning, access to mentors, leaders, peers and experts and the opportunity to take control of your business.

→ When was Accelerator founded?

2005! And since then, we've grown to 38 programmes in 11 countries with over 395 graduates to EO chapters!

→ Will Accelerator tell me what to do?

No, our mentors, EO members, and participants will share from experience and provide tools and examples. It's up to you to make the changes in your business to accelerate its growth.

→ Will the EO Accelerator programme take any ownership of my business?

Not at all! We are a not-for-profit programme and will only charge you participant fees to cover the cost of operating our programme. Your business is your business. We just want to help you grow it.

→ **When does the programme start?**

Our Fiscal Year runs 1 July – 30 June. programme intake depends on the location. Most programmes either do ongoing start dates, quarterly start dates, or two intakes a year.

→ **What does the programme include?**

The EO Accelerator programme includes:

- Four full day learning events planned one per quarter, facilitated by EO members
- Monthly Accountability Group meetings focused on goal setting and peer accountability led by an EO Member
- Use of EO goal setting and tracking tools
- Access to local and global EO events as shared

→ **What does the content cover?**

Our content covers four main pillars for running and growing a successful business: Strategy, Execution, Cash, and People.

→ **What are the qualifications to apply?**

- Be the owner or founder of an operating business with gross yearly revenues between US\$250,000 to US\$1 million.
- For venture-backed companies to qualify, they must have privately raised funds between US\$250,000 and US\$999,999
- Interest in growing your business rapidly
- Interest in joining EO when you hit that \$1M mark

→ **What is the time commitment as an Accelerator Participant?**

4 full day learning events each year, 8-12 accountability group meetings (usually held 2-4 hours per month) and any additional time you need to apply changes and goals to your business.

→ **If I move or move my business, can I switch to a different programme?**

Absolutely! Just let us know and we will work with you to make it happen.

→ **Can both my business partner and I be a part of the programme?**

Yes! However, you each need to apply separately and pay individual participant fees.

→ **If I leave the programme part way through, can my business partner take over my spot in the programme?**

Yes, but they would need to apply and be accepted by the local programme and pay their own participation fees.

→ **There is no programme near me, can I still be involved?**

Yes! We are currently piloting an all-virtual EOA Global programme for interested applicants anywhere in the world. Email us at accelerator@eonetnetwork.org for more information!

→ **What do I do if I am moving and want to switch Accelerator programme locations?**

Notify your local Accelerator Chairs and Accelerator@eonetnetwork.org in your new location. EO Global Staff will act as the liaison between programmes to facilitate the changeover. Additional local fees may be required depending on the current fees of the programme you are switching to and from.

→ **Is there a disadvantage to starting the programme in the middle of the EO Fiscal Year?**

No-our content is designed to rotate. You will learn about each subject and module over time and will be able to continue setting goals and changing the path for your business regardless of when you start.

→ **I don't have a calendar of events for my programme, who do I contact?**

Most events are shown on "events" at the top of this page and can be sorted by location or date. If you're looking for more than what's listed there, please contact your local EO leadership or Email us!

→ **What are the total costs of the programme?**

A full year of Accelerator is \$1750 and covers 1 July – 30 June. Please note that this does not include any local fees that may apply.

→ **I'm starting the programme after July, do I still have to pay the full \$1750?**

No. We will pro-rate your charges depending upon the month you're approved to join. We will also pro-rate the local fee by month. You will receive a full breakdown of the amounts through 30 of June. Want to know what the amount is where you are right now? Email us!

→ **I only paid through 30 June, can I keep participating?**

Yes! If you have not reached the end of your third year in the programme, you will have the option to renew in June for the following year.

→ **Can I pay my fees monthly?**

No. Please contact us with your situation and we will see if we can accommodate you and your circumstance.

→ **When do I renew my participation?**

All Participant renewals occur in June for the following 1 July start date.

→ **If I leave the programme before 30 June, can I get a refund?**

Refunds are approved locally. Please contact your local EO Accelerator Chair and chapter manager should you need a refund. If approved, your refund will be based on the \$1750 global fee and is pro-rated based on the date of the request approval through the remaining fiscal year quarters. Any refunds must be returned to the credit card or wire account the payment came from. Local fee refunds are at the chapter's discretion.

→ **How long does it take to reach the \$1M mark?**

The current average is 24 months. It all depends on what changes you make in your business and how you experience growth.

→ **I've hit the \$1M US mark, now what?**

Congratulations! It's time to celebrate! All you need to do is let your local EO Accelerator leadership know and apply for EO using the EO Accelerator graduate application! You can find this application by selecting "Graduate to EO" from the menu on the left.

→ **If I graduate before the end of the year, what happens to the remaining portion of my Accelerator fees?**

We will apply them towards your EO new member fees in the form of a discount from the EO Membership team at the time of processing by request.

→ **Are there any other benefits for EO Accelerator graduates?**

We are pleased to offer an Accelerator Graduate discount of \$900 USD towards your global membership dues upon your acceptance into EO!