



Defining Propel:

The City of Memphis Office of Business Diversity & Compliance is partnering with Start Co to create a 12-week minority business accelerator called Propel. Propel was designed to build capacity with existing minority companies through enhancement of business models through offering a series of hands-on programming, mentor opportunities, technical resources and more.

Business Participant Criteria:

- 2 or more full-time employees
- At least \$400,000 in annual revenues
- Established for more than 3 years

Expected outcomes:

- 10 teams complete the program
- Increased engagement of governments and corporations
- Increased business viability of select program participants
- Customer day to showcase the teams

This partnership with Start Co aims to be an example of many resources that can meet both parties in the middle while offering results. Propel will seek to reduce bias, both blatant and implicit, and it will serve to close the gap that exists due to the lack of generational wealth and entrepreneurship experience, access to mentors and resources, and overall general knowledge.

Propel Timeline:

- Application will be posted online on September 28, 2016.
- Open House Day will be October 4th from 9:00 AM to 2:00 PM at Start Co (88 Union Avenue 2nd floor, Memphis, TN 38103).
- Accelerator will start October 24, 2016, and will conclude by January 13, 2017.

More information about this program can be accessed online through the city of Memphis' website (www.memphistn.gov), by email at info@neverstop.co or by calling the Office of Business Diversity & Compliance at (901) 636-6210.