OLYMPIAN BRIEFING

APPLICATION FOR ACCELERATION

Deadline to Apply: Friday, July 11th
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Don’t miss the chance to boost your business with one-to-one coaching from a local mentor within your region, and monthly online training from experts around the world.

**OBJECTIVES**

For Olympians with a business idea:

1. **REGISTER YOUR BUSINESS**
2. **MAKE THE FIRST SALES**

For Olympians with an existing business:

1. **GROW YOUR BUSINESS**
2. **MAKE NEW SALES**

**FORMAT**

For selected Olympians, Phase 3: Acceleration is a 6-month program featuring:

- Monthly topics
- Bi-weekly 1hr mentoring sessions with your local mentor held in your mother tongue.
- Monthly 1hr hangouts with an international expert held in English, French or Spanish.
- 2 x 360° check points in month 2 and month 4. This is a 4 hour in-person 1-1 meeting with your mentor. She/he will come to your city!
APPLICATION AND SELECTION AT A GLANCE

**Step 1: Online Application**
**June 28, 2021 – July 11, 2021**
Application requirements are explained in this briefing.

**Application Results**
**July 20, 2021**
You will receive a notification from the Athlere365 team.

**Step 2: Application to Your NOC (if selected)**
**July 20, 2021 – July 23, 2021**
Application requirements are explained in this briefing.

**Announcement**
**August 6, 2021**
You will receive a notification from the Athlete365 team.

**Phase 3: Acceleration**

**Acceleration Kick-off**
**August 11-12, 2021**
1-hour hangout to kick-off Phase 3: Acceleration

**Start of Acceleration**
**September 6, 2021**
You will receive more information once selected.
APPLICATION PROCESS

REQUIREMENTS

You can apply to the Acceleration if

- You are an Olympian
- You are the primary decision-maker for the business project
- You are fluent in one of the following: English, French or Spanish
- You are committed to the 6-month acceleration which runs September 2021 - February 2021
- You have completed Phase 1: Bootcamp proven by your submission of the bootcamp survey (if not, complete the survey now).
- You have completed Phase 2: Hangouts, including participating in the Six-Week Sprint and proven by your reception of the online course certificate.

STEP 1: ONLINE APPLICATION

The applications will open on June 28th, 2021 and will close on July 11th, 2021 at 11:59 pm CET.

Your application is confidential and will only be viewed by Athlete365 team.

Once your application is ready, click on "Submit".
Please note that you will not be able to edit your application once you have submitted it.

STEP 2: APPLICATION TO NOC

If you are pre-selected, you will receive an email with a “note” from the Athlete365 team. You will need to then apply to your NOC. You can do this by simply forwarding them the email. We will provide more details in the notification.
ONLINE APPLICATION

The online application includes 3 sections:

1. **Your profile**: basic questions about yourself
2. **Your project**: basic questions about your project including your motivation (150-200 words)
3. **3 tasks** (detailed in pages 6-9)

*The application must be submitted in English, French or Spanish.*

TASKS REQUIRED FOR ONLINE APPLICATION

**TASK 1  NARRATIVE**
Write a 200-word narrative on your idea and explain how it contributes to solving a problem that you have identified!

**TASK 2  BUSINESS MODEL**
Write down your plans on specific aspects of your business model. See page 7 for more info.

**TASK 3  ELEVATOR PITCH**
Create the video of your elevator pitch. It should be no longer than 3 minutes long. After you have recorded your video and uploaded it onto YouTube or through WeTransfer, please have the link ready to paste in your application. See page 8 for more info.
TASK: Write a 200 words narrative on your idea and explain how it contributes to solving a problem that you have identified!

Try to be precise but brief! Good luck!

Refer to Hangout 1 and Lessons 2 & 3 of the online course for a refresher on defining your business idea.
TASK 2 BUSINESS MODEL

TASK 2:

Write down your plans on the following aspects regarding the business model you envision to realize:

- What’s the value proposition of your business? (max. 100 words)
- Who are your customers? (max. 150 words)
- What are the main activities of your business? (max. 150 words)
- How will you generate revenue? (max. 150 words)
- What are the major success factors for your business model? (150 words)
- What are the major risks? (150 words)

Refer to Hangout 2 and Lessons 4 & 5 of the online course for a refresher on building your business model.
**TASK 3 ELEVATOR PITCH**

**TASK 3:**
Prepare your pitch to convince relevant partners & investors of your business plans! A pitch is a short presentation of your business plans aiming at convincing a defined stakeholder group - typically funders. It can be a presentation with slide deck or a video (also potentially with slide deck).

a) **Develop your personal pitch deck (5-10 slides maximum) OPTIONAL**
Here it’s all about creating a convincing presentation that is on point and visually appealing. Invest some time in researching templates or recommendations on what needs to come into a pitch deck. Here is one resource to start with: https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/

b) **Record your Elevator Pitch video (2-3 minutes) REQUIRED**
This option is about creating a convincing video about your business plans and need for support. You can choose what to show in this video, but we recommend to include statements from you / team members and, if possible, shots from your product / business location or anything that makes it more tangible. Again, it makes sense to invest some time in planning your video shooting, researching pitch videos that you find inspiring and get the help of a friend / family who can film you!

Refer to Hangout 3 and Lesson 6 of the online course for a refresher on pitching and financing your project.
SELECTION & ANNOUNCEMENT

CANDIDATES WILL BE SELECTED ACCORDING TO:

- THE MOTIVATION
- THE VISION AND MISSION OF THE PROJECT
- THE BUSINESS MODEL

All the candidates will receive a notification about the results of their online applications on July 20th, 2021.

Pre-selected candidates will then need to apply to their NOCs between July 20th – July 23rd 2021.

The official selection will be announced on August 6th, 2021.

Successful candidates will be invited to attend the (virtual) kick-off of Phase 3: Acceleration in August 2021. The Acceleration program will start in September 2021.
GOOD LUCK!

Contact

If you have any questions about Athlete365 Business Accelerator, please do not hesitate to contact us at career@olympic.org.