

# Energy + Built Environment Accelerator Program in the Pacific Northwest

Bridging the gap between customer discovery and investment readiness.



VentureWell's Ascend program is designed to support energy-focused hard-tech BIPOC-led startups in the Pacific Northwest Region, with a focus area in Portland. Together with **Northwest Xcelerator (NWX)** and **VertueLab**, our shared goal is to identify underserved entrepreneurs to support their successful transition to investment- and partner- readiness, critical steps in the commercialization process.

**Ascend is a six-week accelerator program for hard-tech energy startups, designed to bridge the gap between the theory and practice of customer discovery and business model iteration.** It gives founders the time and space to develop a validated business model canvas and accompanying financial model with investor and partner readiness in mind. Ascend includes 40+ hours of hybrid programming. Weekly 1:1 industry expert mentorship, group sessions, 20+ customer discovery interviews, manufacturer/supplier relationships, vetted financial models & polished pitch decks.



- Creates pathways for entrepreneurs to understand financing and scaling options.
- Supports the development of scaling and financial roadmaps while providing innovators with necessary space for reflection.
- Integrates investors into programming as mentors to help demystify the fundraising process.



VentureWell, VertueLab and NWX are already interacting with startups to understand their needs. In April/May 2024, recruitment will intensify with the call to apply to participate in programming, scheduled to take place in Summer 2024.



VentureWell has trained and supported more than 15,800 individuals—scientists, students, researchers, and others—who have launched over 3,800 startup ventures since 1995. These ventures have raised over \$5B in capital and bring healthcare, climate, and energy advancements to millions across 90+ countries.