

# THE DEBUT OF A FIRST-OF-ITS-KIND NATIONAL CULTURE ACCELERATOR EMPOWERING CULTURAL SUSTAINABILITY

## STARTUPS, YOUNG ORGANIZATIONS, AND FOUNDERS OF THE LIKE:

Is your organization set up for sustainability and long-term success?

According to the Small Business Administration, 90% of startups fail. 21.5% fail in the first year, 30% in the second year, 50% in the fifth year, and 70% in the tenth year. As organizations grow, the lack of foundational elements in their business plans reduce their ability to sustain themselves year over year. Over time, it's important to ask:

### why do these startups fail consistently?

#### THESE ARE THE TOP 3 REASONS (FORBES):

- ▶ No market need
- ▶ Lack of Capital
- ▶ Not the right team

The truth is, investment in a company comes with investment in the founding culture. If the culture fails, the company will fail. As you grow your idea and organization, you're going to face a number of new cultural challenges along the way. Some of these include:

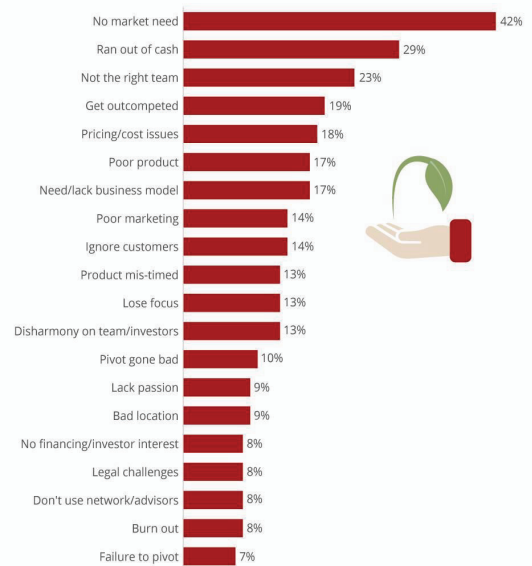
- » Culture clash - are you bringing on the right people?
- » Lack of direction/vision
- » Designing Systems & Processes
- » Internal alignment - founding new departments & are your people laser focused on the right things?
- » Decision-making - how is the organization moving forward? How are decisions being made?
- » Retaining Top Talent
- » Communication Problems
- » Reducing dependencies on the founding team
- » Burnout - are we addressing everyone's wellbeing?
- » Recruiting & Retaining Top Talent



✓ The organization's team in the early stages is one of the most powerful aspects of the company. Your team can be the difference between scaling your company to success and cascading your business into failure.

✓ People drive strategy and development, and they become the face of the idea or product. Most importantly, they lay the foundation to your culture. The culture lays the foundation to success.

**The Top Reasons Startups Fail**  
Most frequently cited reasons for startup failure\*



\* Based on an analysis of 101 startup post-mortems  
#StatistaCharts Source: CB Insights

Culture is not a product, designed and packaged as a one-size-fits-all. It is an **Energy**. It is influenced by the people, behaviors, and the interactions and lack of interactions in the environment in which it exists. Fundamentally, culture is about people.

That's why Perennial Culture and Uncrowd have launched the Culture Accelerator, a first-of-its-kind national accelerator program that takes a revolutionary approach towards building, maintaining, and growing sustainable cultures within startups.

Launching in 2021, the Culture Accelerator is designed to:

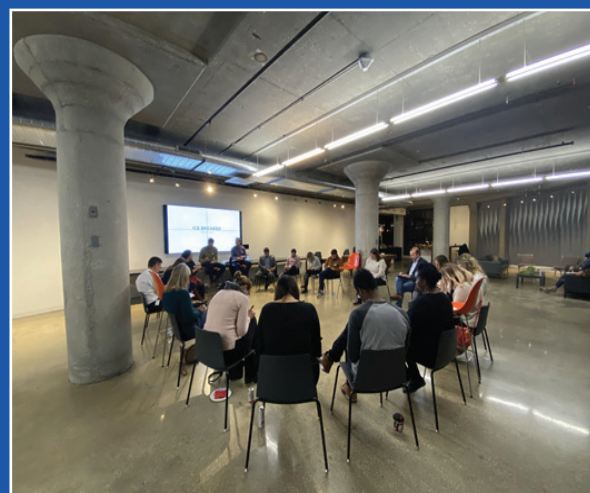
- » Collectively engage growth-stage and scaling startups to invest in their cultures, roadmaps, and entrepreneurial journeys
- » Provide insights and qualitative data from cultural assessments, theories, and techniques
- » Find ways to apply these insights both within the accelerator program and the startup company
- » Produce innovative and engaging cultural content
- » Strengthen relationships between startups and a variety of business and industry leaders

## SPONSORING CULTURE: BEING A CULTURE ADVOCATE

The Culture Accelerator dives deep into the beliefs and behaviors necessary to create thriving startup culture. The program offers a variety of opportunities for companies and organizations to participate in its mission and promote their own efforts in their respective industries.

### Opportunities are available with gifts of \$1,000 to \$15,000 and include the following benefits:

- » Platinum Culture Advocates: (\$5,000 to \$15,000 gift)
  - Opportunity during one of the sessions to share your insight and services with accelerator participant(s)
  - Feature on our website, marketing materials, social media posts as a Platinum sponsor
  - Recognition at the beginning of every session
  - Invitation to the Final Accelerator Pitch Session
  - Mentorship opportunity for Accelerator participants
  - Culture Highlight interview with Perennial Culture to promote your company and share on our social media pages
- » General Culture Advocates (\$1,000 to \$4,999 gift)
  - Feature on our website, marketing materials social media posts as a General sponsor
  - Recognition at the beginning of every session
  - Invitation to the Final Accelerator Pitch Session
  - Mentorship opportunity for Accelerator participants



## BE A PART OF IT

Interested in being a Culture Advocate? Connect with us today ✉ [info@perennialculture.com](mailto:info@perennialculture.com)