

Start.Pivot.Grow. Accelerator – Frequently Asked Questions (FAQ)

1. What happens during a business advising session?

Scholars are required to complete **four one-hour sessions** with their assigned business advisor. Each session includes:

- Presentation of completed homework assignments
- Q&A period
- Discussion of next steps for growth strategy development

All sessions are recorded, and scholars are encouraged to take notes. Permission is requested to use session recordings for case studies, marketing, or educational purposes. After each session, the small business advocate will email notes, tasks, and next steps.

2. What are the steps to subscribing to the SaaS platform (KPIXAI), and how should it be used?

- Go to **KPIXAI.com** and subscribe.
- Use the **90-day coupon code** to access the platform for free (no credit card charge during trial).
- Cancel before the 90-day period to avoid charges. After that, the credit card on file will be billed.
- Scholars may continue using the platform post-graduation at their own cost.
- Your data will be stored securely for up to one year.

The platform supports development of your growth strategy, financial modeling, milestone tracking, and team collaboration.

3. How do I connect with a mentor?

Mentors are volunteers from our partner organizations. If they wish, they may share contact details for follow-up. Scholars may reach out post-program for additional guidance. Note: Mentorship does not guarantee funding or ongoing support.

4. What am I responsible for submitting and when?

- Weekly homework assignments
 - Milestone reporting
 - Feedback surveys (after each session and webinar)
 - Pitch deck
 - Growth strategy with action plan (uploaded to KPIXAI)
 - Financial projections
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5. Can I request referrals or leads for services?

Yes. Scholars can email dparker@integrality.us during the program to request referrals for professional services or business resources.

6. What happens if I miss a webinar or advising session?

- Attendance is **required** for graduation and pitch eligibility.
 - Late arrival (15+ minutes) = absence.
 - Makeups are limited but may be arranged through your small business advocate.
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7. What are milestones?

Milestones are major progress points that help track your business development. They are used to measure your progress and ensure momentum during the accelerator.

8. When should I apply to pitch?

- Applications open: **May 26, 2025**
- Deadline: **June 13, 2025**
- Decisions announced: **June 20, 2025**
- Pitch Day: **June 30, 2025 (Dallas, TX)**

Pitch Application Includes:

- Full pitch deck
- Online application
- 60-second video pitch (recommended)
- Growth strategy with financials
- 500-word proposal on fund usage and equity impact

9. Am I pitching live and in-person on pitch day?

Yes. Scholars pitch live in Dallas. Virtual pitching is allowed for out-of-town scholars, but in-person is encouraged. Travel is at the scholar's expense.

10. Will I know who the judges are before pitch day?

No. Judges remain anonymous until the competition.

11. Can I bring samples or set up a display?

- You may bring **samples, handouts, or gift bags.**

- No displays, PowerPoints, or notes are allowed during the pitch.
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12. Am I required to complete feedback surveys?

Yes. Surveys are required after each webinar and advising session. Your feedback helps improve the program. [Feedback Form](#)

13. Will I receive a certificate of completion?

- Certificates are distributed **on pitch day** for attending alumni.
 - Mailed to others after address verification.
 - Scholars **must complete the program** to qualify.
 - You **do not** have to pitch to earn your certificate.
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14. What is the Community College Shared Agreement?

Start.Pivot.Grow. is managed by **Integrity, LLC** in partnership with colleges. These institutions license the program and sponsor tuition. Scholars earn **continuing education certificates** from the college. Enrollment data is securely collected and shared for credentialing and contact hour credit.