



# INVEST IN THE FUTURE IGNITION



Ignition offers a rare commodity in the world of business incubation and acceleration – a record of success. Start-up companies fail regularly. Unfortunately, so do the incubators created to provide the supports required for success. The questions are, why this is true, and what can be done about it? The solution is found in who we are and what we do.

Ignition stands apart from other incubators. While others serve as hubs, connecting start-ups with external consultants and sources for support, we have an activist board comprised of experienced entrepreneurs who provide expertise in-house, and a network of mentors and investors.

## **CONTACT US**

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# SPONSORSHIP PACKAGES

Ignition is the Peninsula's only privately funded and operated business accelerator and incubator whose goal is to create profitable and sustainable businesses and ignite a passion for entrepreneurship. Since our opening in September 2016, we've helped more than 100 people and startups, are responsible for the creation of more than 20 jobs and \$1M in revenue, and have raised more than \$250K in capital for startups. We're making a difference, and we hope you'll join us in creating a sustainable and successful startup community in the region. Join us in making a lasting difference!

Ignition Center offers four sponsorship packages from \$500 to \$50,000 that provide products and services from some of our startups; custom classes for your business on entrepreneurial thinking and case studies; consulting and services; access to startups and the founders both here in Williamsburg and outside the area; access to Ignition events like Ignite Virginia; the ability to host an event at Ignition; and of course a tax deductible contribution.



## INFERNO \$50,000

- Access to the startups and founders developing products
- Entrepreneurship class for your organization: Two 90-minute sessions per week for six weeks on program centered around case studies and the current marketplace tailored for your organization
- First access to investment opportunities
- Host an event at Ignition Center
- OccasionGenius Expo at your business
- 50 tickets to VA Shark Tank
- 4 annual subscriptions of Mandela Coffee
- Logo in promotional emails
- Company name/logo listed on Ignition Center website
- Logo on the website sponsors page
- Tax deductible contribution

## BLAZE \$25,000

- Entrepreneurship class for your organization: One 60-minute session per week for six weeks of a program centered around case studies and the current marketplace tailored for your organization
- First access to investment opportunities
- Host an event at Ignition Center
- OccasionGenius Expo at your business
- 25 tickets to VA Shark Tank
- 2 annual subscriptions of Mandela Coffee
- Logo in event program flyer
- Company mention at events
- Logo in email newsletter
- Logo on website sponsors page
- Tax deductible contribution

## IGNITE \$2,000

- 2 hours Ignition consulting
- Host an event at Ignition Center
- OccasionGenius lunch and learn
- 5 tickets to VA Shark Tank
- 1 annual subscription of Mandela Coffee
- Logo in event program flyer
- Logo in promotional emails
- Logo on the website sponsors page
- Tax deductible contribution

## EMBER \$500

- 5 tickets to VA Shark Tank
- 1 annual subscription of Mandela Coffee
- Logo in promotional emails
- Logo on the website sponsors page
- Tax deductible contribution

# WHAT IS IGNITION?

Ignition was founded in 2016 by entrepreneurs with the mission of helping entrepreneurs create and build profitable and sustainable businesses. We assist startups across the country, from existing businesses looking to grow, to people who simply have an idea. We provide highly customized one-on-one development services because we recognize that each business model and founder is unique. We set paths to success for each client and work closely with them to build sustainable businesses. For those with an idea, methods are designed with one goal in mind: to generate revenue under a sound business model as quickly as possible, and to “fail fast”.

In our first year, we met with more than 85 founders, signed 19 member startups, which generated over \$1M in revenues as a result of Ignition’s efforts, which led to the creation of 10 full time and +20 part-time jobs. Over 40,000 people viewed the Ignite Virginia startup event, which resulted in \$150K in private investment for startups across the state. In one night, we raised more capital for startups than all of the funds given out from the combined amount of the previous six years of the regional municipality financed startup event.

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Successful incubators and accelerators create their operational environments. At Ignition, we provide our members with direct access to experts who demonstrate how to think about business an innovation, how best to position and market new products, services and technologies and critically financing.

Ignition is a bridge closing the gap between jargon-heavy theory and meaningful application. This is a magnificent opportunity to create something great in our area that will help ensure long term sustainability of our startup community.

## MISSION

To create profitable and sustainable businesses and ignite a passion for entrepreneurship

## VISION

To create a sustainable and successful startup community in the Williamsburg region





## occasiongenius



**NATE MARCUS | OccasionGenius**  
[www.occasiongenius.com](http://www.occasiongenius.com)

Ignition helped us raise \$125,000 of capital in one day from 3 investors that would not have been accessible without Ignition's help. As a Shark Tank presenter, we were given the opportunity to engage with Williamsburg investors and present our company. Because of the high caliber of the judges, we have received advice and mentorship along the way. Ignition's event goes down as one of the highest points of our startup, and we hope there are many more events to come.



## Spira



**ELLIOT ROTH | Spira**  
[livespira.com](http://livespira.com)

Ignition was integral in providing an opportunity to pitch in front of investors. The feedback we got from Lance and Adam was integral in evolving our company into what it is today. Plus, the Ignition team is incredibly fun to party with. They work hard and play hard and will definitely move your business in the right direction.



## answersnow



**JEFF BECK AND ADAM DREYFUS**  
**AnswersNow | [answersnow.info](http://answersnow.info)**

Ignition's Shark Tank was a terrific networking opportunity for us. We first met someone who turned out to be one of our best investors there. Shark Tank provided us with a venue to interact with interested, active investors and begin relationships that have helped propel us closing our seed round. I can't recommend it enough.





## CLEAR GOALS

### 1. Focus on new business and new business creation

While small lifestyle businesses will still receive support, the organization's primary interest will be on growing new businesses organically.

### 2. Bolster regional investor and mentor network

We will build on our investor network and tie into other funding groups and startup organizations.

### 3. We think bigger: connected to a larger community

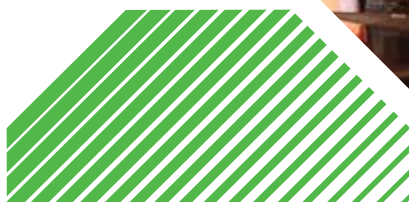
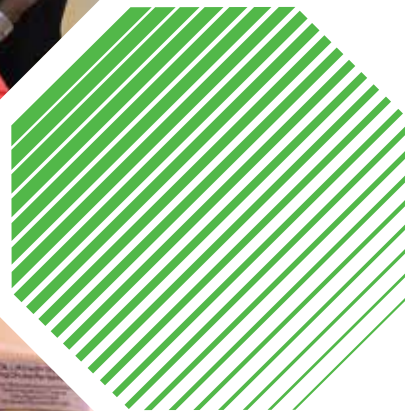
Integrate the Williamsburg region into the larger regional startup ecosystem from Richmond to Virginia Beach, and assist in regional development. This will include sharing mentors, investors, events, and information.

### 4. Sustainability

Ignition's financial sustainability

### 5. Governance and Culture

The organization will remain transparent, open, and accepting of anyone and everyone who expresses interest in the startup scene, regardless of their location. A startup community cannot succeed without accessibility, inclusion, and openness.



# ACCOUNTABILITY: 8 METRICS TO MEASURE SUCCESS

## 1. Revenue generated

The direct financial impact of startups will be tracked to measure the financial impact of activities. So, what is measured and what is not measured?

What is measured in this figure is the revenue generated from pre-revenue startups, either in the ideation stage or recently formed, in which the organization plays a critical role in generating revenue. This is easy to measure initially, but more difficult as time progresses as measurement is done through voluntary surveys. However, this still allows us to track financial results from direct action, and focus on new economic activity that would not occur without the startup organization.

What is not measured is existing small businesses that join to occupy an office space, individual sole proprietorship businesses, those who engage the organization for consulting or investment, and revenue previously generated by a company that is unrelated to our efforts.

## 2. Companies helped

This will be measured by the applications received and the firms we meet with. A record is kept of each application, which allows us to collect data on each applicant and interaction.

## 3. Clients signed

Measured by those we sign up as clients

## 4. Investment raised for startups

## 5. New jobs as a direct result of our efforts

Will differentiate between full-time and part time work. Does not include contract labor under 30 hours per week.

## 6. Impact and frequency of meaningful events

How many attended? What was accomplished at event?

## 7. Network growth

How has our network of mentors and investors grown?

## 8. Feedback from our clients

What are they saying? Are we giving them the help they need to succeed? How can we improve?



# IGNITION VALUES: FREEDOM AND PERFORMANCE

Each company and person involved with Ignition receives a copy of our values. These are principles that are here to enhance our success and guide our conduct along our entrepreneurial journey. We are committed to living and doing business by this code of conduct.

## **Judgment**

Make wise decisions

We identify root causes and go beyond treating symptoms to work on the right problem

We think strategically, and can articulate what you are, and are not, trying to do

We manage our time management and prioritize tasks

## **Results**

We accomplish amazing amounts of important work

We focus on great results rather than on process

We exhibit bias-to-action, and avoid paralysis by analysis

We make tough decisions decisively

## **Curiosity**

We learn rapidly and eagerly

We embrace learning new things and concepts, refresh what you already know, and adapt your learning to changes in technology, customers, and the market

## **Integrity**

We serve our customers, exceeding expectations and pleasing our customers

We communicate with clarity, intention and with respect

We protect private and confidential information

We disclose conflicts of interest

We do not lie, cheat, steal, spam, or attack others electronically

## **Innovation**

We re-conceptualize issues to discover practical solutions to difficult problems

We challenge prevailing assumptions when warranted, and suggest better approaches

We minimize complexity and find ways to simplify

## **Respect**

We listen for understanding, and treat others the way you wish to be treated

We work as a team and build upon the strengths of each person

We question actions inconsistent with our values

We avoid gossip, rumors, and disparaging comments about others

We provide constructive and honest feedback directly to the person or company

## **Courage**

We recognize when we're failing, fail fast, and fail by learning why and how we failed

We tactfully stand up for others when our code of conduct is violated

We take calculated risks to learn and achieve results

## **Selflessness**

We help others in need when asked, without the expectation of benefits in return

We show appreciation of the help we receive, and pay it forward by helping others

We do not work for self-gain, but rather for the benefit of our company and investors

We are honest and transparent



# START-UP SUCCESS STARTS HERE

**IGNITE**  
VIRGINIA

## VIRGINIA SHARK TANK EVENT STATS

200 attendees and 20 start-ups

38,000 views of the event in  
Hampton Roads



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