



# AUSTIN IMPACT ACCELERATOR

A background image showing a group of people with their hands stacked in a circle, symbolizing teamwork and support. The image is semi-transparent and overlaid on a dark blue gradient.

# 2019 IMPACT REPORT

# About the Austin Impact Accelerator

The Austin Impact Accelerator leverages entrepreneurship in order for everyone in our city to share in its growing prosperity.

The Austin Impact Accelerator is a free acceleration program that develops and brings to market a cohort of solutions focused primarily and purposefully on affordability and workforce development. As part of our curriculum participants are immersed in community through field trips and meetings with leaders throughout Austin. We do not take equity in participating companies, rather we have ongoing development and sponsorship opportunities for community leaders and organizations.

Public, non-profit, and private sectors play by different rules, have different funding strategies, unique market variables, and more. This Accelerator is uniquely developed with these components in mind. We are looking to support solutions that will have the biggest impact, regardless of the sector.

## About Impact Hub Austin

Impact Hub Austin offers a powerful combination of mission, community and space to support game-changing ideas for social impact.

An inspiring coworking space, incubator and community hub, Impact Hub Austin connects local entrepreneurs and creatives to a global movement for good. All Impact Hub Austin locations are housed at and powered by VUKA, a company focused on creating community hubs that foster connection and drive impact.

## 2019 Sponsors

JPMORGAN  
CHASE & CO.



## The City of Austin

In 2019, Impact Hub Austin and the City of Austin Office of Innovation partnered to deliver grants to select Accelerator participants who were working towards solutions aligned with the City's Strategic Direction and priority outcomes.

Grant awardees were asked to validate whether their solutions, products, or services have a municipal purpose, and what that relationship with local and regional governments might be.

Examples of priority outcome areas that the City is addressing are:

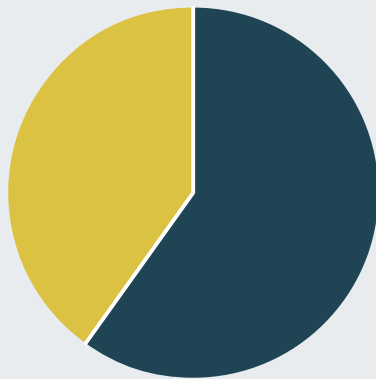
- Employment
- Income inequality
- Cost of living compared to income
- Housing
- Homelessness
- Skills and capability of our community workforce
- Economic mobility
- Transportation costs

# 2019 Austin Impact Accelerator



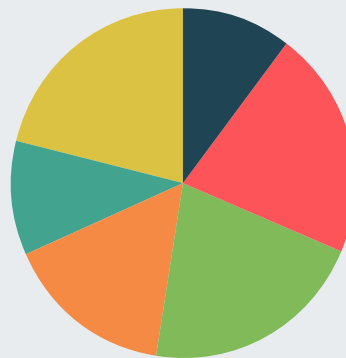
**\$1,005,000**

dollars raised by Accelerator participants in 2019 through public and private funds.



**60%**  
nonprofit

**40%**  
private-sector



2019 Participants  
by Focus

- 22% Workforce Development
- 22% Affordable Housing
- 10% Health Equity
- 15% Education
- 10% Arts + Culture
- 22% Racial Justice + Equity

## Impact Across Sectors

Bringing together nonprofit and private partners creates unique challenges. Different funding opportunities and market needs pose for a dynamic acceleration process with participants. Often, strong, formal public-private partnerships form. Building equitable, dignified solutions across sectors.

## Addressing Affordability Dynamically

In 2019, along with the City of Austin we understood that solving affordability challenges in Austin requires both cross-sector and cross-industry collaboration.

Examples include:

Proper access to healthy foods and health education can support positive long-term health outcomes, reducing the burden of emergency medical funds affecting affordability.

Displacement can be exasperated due to cultural arts organizations being displaced as well, making residents feel unwelcome in their own neighborhoods.

# 2019 Accelerator Participants

## COMPLETE COMMUNITIES, AN INITIATIVE OF AUSTIN JUSTICE COALITION



AJC's Complete Communities initiative will create tools that will help Austin residents better understand local housing challenges and current land development code, along with the proposed changes or amendments to the code. We hope, by providing access to this information in a clear format, people will be able to make better-informed long-term choices, with increased awareness of the potential impacts that housing and zoning policies will have on their lives.

### SUCESSES

- Launched Complete Communities Initiative
- Through a formalized partnership with HTU was able to complete 50% of phase one. Which surveyed neighborhoods vulnerable to gentrification



Innovation Grant Recipient

## DIVA-LICIOUS BRANDS



Diva-Licious Brands has a three-tiered process in creating better health outcomes and jobs for people in Austin. Currently, they're working with mentors and advisers on the following developing recipes for Diva-Licious Brands packaged food products and meal kit lines.

And they will launch the first DIVA-LICOUS! Mini-Mart/Restaurant pilot store and area resident employee training program in East Austin in Fall, 2020.

### SUCESSES

- Awarded the Displacement Mitigation Grant from the City of Austin for \$15,000
- Was able to successful form a pitch for investors and a strategic business plan that consists of three phases. Phase one will begin in 2020.



Innovation Grant Recipient

# 2019 Accelerator Participants

## AUSTIN DIGITAL HERITAGE, A SPECIAL PROJECT OF E4YOUTH



E4Youth has created its Digital Docent initiative. The Digital Docent initiative lets college-age students build out their digital media portfolios by collecting and digitizing oral histories from older people of color in the Austin community. It's called the Austin Digital Heritage project, and it integrates with local landmarks so passerby can point their smartphones and access stories about the people who lived and worked in the area.

### SUCESSES

- Secured \$160,000 in funding from philanthropic foundations
- Completed a comprehensive strategic planning process for 2020 and beyond



Innovation Grant Recipient

## EQUIDAD EXPRESS, A PROJECT OF EQUIDAD ATX



Mobile solutions along Austin's Eastern Crescent lack necessary coordination to be efficient to community members.

Equidad ATX has created a mobile ecosystem to help these coordinated efforts, in order for communities to have more access to needed services. They'll have more agency and dignity in their decision to access these services, too. Equidad Express is not a replacement for, but a bridge until better resources are built and serving communities in urban deserts.

### SUCESSES

- Successfully launched beta program in East Austin
- Secured a decommissioned bus from CAPMetro to be utilized as a mobile grocery
- Displacement Mitigation Grant awarded from the City of Austin in the amount of \$20,000

# 2019 Accelerator Participants

## HAVEN CONNECT



Haven Connect streamlines the affordable housing application process for applicants and property managers. Haven Connect provides a user-friendly online platform for individuals searching for affordable housing to quickly identify open waitlists and apply to multiple lists using data auto-fill. For property managers, they help fill vacancies faster by using automated workflows and easy applicant communication tools.

### SUCESSES

- Successfully beta tested their waitlist automation feature
- Had 7,721 units on their platform at the end of 2019 for an 8% growth since Q3.
- Hired their first Head of Sales

## LEVEL



Level creates free high-quality educational content sent at scale directly to inmates. Level utilizes a pre-existing distribution system to get educational materials directly to inmates.

Their materials are primarily focused on three areas; job training, high school equivalency, and personal development.

### SUCESSES

- Successful rebrand of company from Magnazine to Level
- Completed and released their first guide “Line Art For Self Expression” and are distributing the guide nationwide.
- 4 additional guides in development, focused on topics from GED to Job Training

# 2019 Accelerator Participants

## PROWESS PROJECT



Prowess Project offers certification, training, and continued education for moms who are looking to reenter the workforce.

Prowess Project connects women to companies; and the companies receive certified vetted talent, low-risk project-based hiring, and behavior-style compatibility.

### SUCESSES

- Successful launch of the Men Tell All event and panel series
- Closed first venture capitalist firm, Loyal VC, for initial investment and potential follow-on
- Established a 90-second pitch with social impact messaging.

## SANCTUARY WEB APP, A PRODUCT OF SURVIVE2THRIVE FOUNDATION



The SANCTUARY web and mobile app is unique because it leverages the private market to fill a social need.

The SANCTUARY web and mobile app provides immediate and accurate information to first responders and the many communities in crisis they serve. This project has already served over 5,000 families and is projected to serve a total of \$7,000 in 2020.

### SUCESSES

- Launched application product BETA
- Successfully became a social enterprise by securing themselves as an S-Corporation



Innovation Grant Recipient

# 2019 Accelerator Participants

## THE OTHER ONES FOUNDATION



The Other Ones Foundation offers extremely low barrier employment to people experiencing homelessness.

They pair this with a personalized service plan that helps clients navigate resources and acquire needed materials to move forward on their journey towards stable housing and income. Since they began, workers have received over \$115,000 in compensation. Nearly 117,000 lbs of trash have been removed from Austin parks. And, 26 people have moved into stable housing.

### SUCESSES

- Successful transition of a client from the Workforce First Program to a full time TOOF employee for the first time ever
- City funding granted in the amount of \$720k
- Participant in Displacement Mitigation Action Accelerator
- Identified new needs for board of directors and recruitment process for first time in organization's history
- Launched process to become independent 501(c)3
- Expanding current office space to increase impact

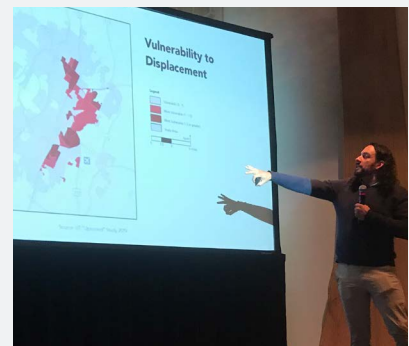


Innovation Grant Recipient

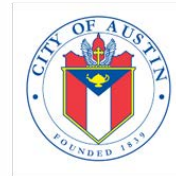


# Community Showcase Night

At the Community Showcase, accelerator participants present their solutions to a room full of investors, subject matter experts, entrepreneurs and leaders from government, nonprofit and business sectors.



# Thank you to our 2019 sponsors



**ISSUE CHAMPION: WORKFORCE DEVELOPMENT**



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## Austin Impact Accelerator Alumni Network

### 2017 FALL ACCELERATOR

ICON3d  
Affordable Central Texas  
TBL Fund  
Developods  
Farm & City  
All Abode  
The Auditors  
Alley Flat Initiative  
Sprout Tiny Homes

### 2018 SPRING ACCELERATOR

3 Day Startup  
ALCYE  
Austin Coding  
AcademyCentral Texas  
Allied Health Institute  
Hernandez Hospitality, LLC  
KeyUp  
Mediatech Ventures  
Collective  
PelotonU  
#WI

### 2018 FALL ACCELERATOR

Affordable Housing Data  
Hub (sponsored by Austin  
CityUp)  
Almost Home Financial  
Blue Zero Homes  
Boomers Collaborative  
Foundation  
Build With Humanity  
Measure  
Miralend  
The Chicon Mirco Units  
The Tiny Heights

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# Sponsorship Opportunities

Your investment in the Austin Impact Accelerator gains you access to our community's entrepreneurs and allows you and your company to be a part of some of the most innovative solutions to our city's biggest challenges.

	Presenter \$25,000	Changemaker \$20,000	Influencer \$10,000	Advocate \$5,000
Recognition on all digital and print materials	X	X		
Cohort Advisory Council Seat	X			
Social promotion throughout the duration of sponsorship	X	X	X	X
Featured in newsletter and blog sent to Impact Hub's global and local networks	X	X	X	X
Featured guest in accelerator podcast	X			
Opportunity to be included in exclusive mentor network	X	X	X	
VIP tickets to Community Showcase Event	8	6	4	2
Sponsorship of Community Showcase Event	X	X	X	X
Opening remarks and prominent sponsorship of Community Showcase Event	X			

## IN-KIND SPONSORS

Food, beverages and provisional support (marketing, event management, video, photography, media, materials, etc.) are encouraged and will be rewarded appropriately. Please submit ideas for participation.

## CUSTOMIZED PARTNERSHIPS

Have something in mind that we haven't mentioned? Let us know what a meaningful partnership looks like to you and we can discuss creating a collaborative benefit list.

**For more information:** Ashley Phillips, Managing Director  
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