



## Retail Accelerator



# STARTED BY YOU

## ACCELERATED WITH RETAILBOUND

Retailbound Accelerator serves top growth-stage product startups with tailored group retail-readiness training by seasoned retail experts.



### A Global View

Each retail accelerator features a cohort of 8-10 top product startups from all around the world that come together to tackle specific retail challenges that can help grow their business.



### Tailored, Expert Help

Founders outline the top challenges for their product startup, and are then paired with a retail consultant from Retailbound to solve those challenges and grow their businesses.



### Specialist Deep Dives

In addition to both mentorship and support, our retail accelerator include guest speakers focused on logistics, public relations, retail packaging, and digital marketing for founders.

We are committed to building retail accelerator classes that are diverse and inclusive, and encourage applications from qualified product startups with founders of all backgrounds.



# KEY PROGRAM OUTCOMES

This intensive virtual 8-week accelerator is designed for innovative product startups looking to scale into retail. Participants will refine their sales presentations and processes, increase their inventory and supply chain capacities, build a stand-out brand identity, and be guided through retailer compliance requirements.

**Business Model Validation:** Participants will have validated their business model, including key aspects such as pricing strategy, target market, and distribution channels.

**Revenue Growth:** Participants will learn how to grow their business through enhanced marketing, product refinement, and retailer acquisition strategies.

**Scalability Plan:** Participants will leave the accelerator with a clear actionable plan to scale their business.

**Operational Efficiency:** Participants will learn how to improve their operational processes, reducing costs, and enhancing supply chain management for better profitability.

**Brand Development:** Participants will strengthen their brand identity, with refined messaging, improved retail packaging, and a more cohesive visual presence across platforms.

**Retail Readiness:** Participants will become more confident with not just pitching to retail buyers but negotiating a win-win partnership with retailers.



## PROGRAM SNAPSHOT

- Work 1:1 with a dedicated retail expert who believes in your brand.
- Group training sessions once a week.
- 3 to 4 guest speakers in functional areas like logistics, retail product packaging, public relations, and/or digital marketing.
- Independent assignments for business growth.