

# Your 30-60-90 Accelerator Application Playbook

*You've identified your stage. You've scored your priorities. You've picked your 3-5 accelerators. Now execute.*

## Days 1-30: Discovery & Shortlisting

### Week 1 Actions:

- Score your founder stage (pre-seed/early/PMF/specialized)
- Fill out the priority matrix I provided (capital, equity, timeline, mentorship, etc.)
- Create shortlist of 5-7 accelerators
- Research each accelerator's website thoroughly
- Calendar all application deadlines (set phone reminders 2 weeks before)

### Week 2 Actions:

- Connect with 2-3 recent alumni from each accelerator on LinkedIn
- Prepare message for alumni: "Hi [name], I'm considering applying to [accelerator]. Would you have 20 min for a quick call about your experience?"
- Start taking notes on what you learn from alumni

### Week 3-4 Actions:

- Schedule alumni calls (start getting in-person feedback)
- Ask alumni these questions:
  - "How did the accelerator change your fundraising?"
  - "If you could redo it, would you pick the same program?"
  - "What surprised you about the mentorship?"
  - "How much post-program support did you actually get?"
  - "What would you tell a founder applying today?"

✓ **Key deliverable by Day 30: You have 3-5 shortlisted accelerators and real feedback from alumni.**

## Days 30–60: Pitch Crafting & Timeline Planning

### Week 5 Actions:

- Create 3 versions of your pitch deck (each tailored to accelerator focus)
  - Version A: Infrastructure/technical-focused (for a16z, Outlier, CV Labs)
  - Version B: Growth/consumer-focused (for Alliance, Colosseum, Seed Club)
  - Version C: Ecosystem-focused (for ChainGPT, Starknet, Polygon)

#### Pitch customization example:

##### Generic pitch:

"We're building a DeFi protocol for lending."

##### Tailored for Outlier Ventures:

"We're building infrastructure for sovereign credit in emerging markets—enabling financial inclusion through crypto beyond traditional banking rails."

##### Tailored for Polygon Labs:

"We're scaling DeFi liquidity on Polygon by optimizing gas costs and UX for high-frequency traders, targeting the \$50B+ trading volume opportunity."

##### Tailored for Cronos Labs:

"We're launching a GameFi lending protocol on Cronos, enabling gaming guilds to access capital backed by in-game assets."

### Week 6 Actions:

- Write personalized application essays for each accelerator (don't copy-paste)
- Create your "Why this accelerator?" talking point for calls
- Prep your story: "Why are you solving this problem? Why now?"

### Week 7–8 Actions:

- Polish pitch deck for each version
- Prepare metrics/data you'll reference (burn rate, runway, traction metrics)
- Do 2–3 practice pitches with cofounders or advisors

✓ Key deliverable by Day 60: 3 customized pitch decks + personalized essays for each accelerator.

## Days 60–90: Submission & Interview Prep

### Week 9 Actions:

- Submit applications to shortlist accelerators
- Stagger submissions (don't submit all on Day 1—spread across 1-2 weeks)
- Track submission status in a spreadsheet:

- Accelerator name
- Application date
- Expected decision date
- Contact person
- Notes

### Week 10 Actions:

- Prepare for potential calls/interviews
- Know your numbers cold:
  - Monthly burn rate
  - Runway (how many months)
  - Users/revenue (or early traction signals)
  - Product roadmap next 12 weeks
- Prepare 3-5 questions for each accelerator mentor
- Research who'll be interviewing you (LinkedIn them, understand their background)

### Week 11-12 Actions:

- Respond to any interview invites immediately (signal high interest)
- Nail interviews:
  - Lead with momentum (product progress, team growth)
  - Ask thoughtful questions about mentorship
  - Share specific use cases mentors could help with
  - Be honest about challenges
- If rejected, ask for feedback (helps for next batch)
- Track status carefully

✓ **Key deliverable by Day 90: Applications submitted, interviews completed.**