



# Accelerate Delaware

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## Size Means Everything

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Due to Delaware's very small size, we have an even smaller market.

With this constraint in mind, we set out to build a platform to help capture the best of Delaware for millennials in the area.



## What makes Delaware, Delaware?

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"Accelerate Delaware will ultimately be the state's first non-profit to examine the root causes of why young professionals leave or decline to choose Delaware." ([Accelerate Delaware](#))

### Community

- Inclusion
  - Friends
  - Sense of Belonging
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- Small
  - Tight-knit
  - Friendly and helpful

### Events

- Involvement
  - Fun Activity
  - Tailor to User Interest
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- Community Building
  - Hands-On
  - Similar Interest Meetup



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**“Communication leads to  
community, that is, to  
understanding, intimacy and  
mutual valuing”**

- Rollo May



# De**l**AWARE

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Your first step to the First State.

## Main Features

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### Data Collection

Allow Accelerate Delaware administrators to collect data from users to help filter content and provides that information to the organization.

### Business Integration

Provide a portal for businesses to connect to the community around them through various things, like promotions and events.

### Event Services

Provide a service for business and users to create and sponsor events that benefit local communities.

### Gamification

Incentivize users to become Daily Active Users by having multiple levels and types of rewards, like login rewards.





## What sets us apart?

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- Fully developed mission statement
- Software tailored to Delaware residents
- User events - not limited to just businesses
- Community driven success
- Incentivized reward system to promote DAUs
- Multi-platform



# Growth Potential

As events attract more users, more users can create events. This cycle can allow for enormous community-based growth.





**Thanks to everyone for your time!**

**A special shout-out to JP Morgan Chase and Accelerate  
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Questions?