

OVERVIEW: Accelerator Data Architecture

Layer	Focus
1. Company Layer	Startup and founder data (progress, outcomes)
2. Partner Layer	Corporate/strategic partner engagement and outcomes
3. Program Layer	Operations, content, and engagement data
4. Insights Layer	Longitudinal dashboards + narrative insights

1. Company & Founder Metrics (Per Cycle)

Category	Field	Type
Identity & Baseline	Company name, website, sector, HQ, stage, headcount	Text
	Founders (name, title, demographics, prior exits)	Text
	Product readiness (MVP, beta, GA)	Dropdown
	GTM maturity, ICP clarity, sales motion	Dropdown
Engagement	Sessions attended (%), mentor hours logged	Numeric
	Advisor relationships formed	Numeric / text
Progress	Revenue growth during program	Numeric
	Pilots initiated	Numeric / linked to partner table
	Partnerships signed	Linked record (partner table)
	Follow-on funding (\$, round, lead investor)	Numeric / text

Qualitative	Self-assessed goal progress	Scale 1–5
	Founder NPS	Numeric
	Notable outcomes (quotes, wins)	Text

2. Partner Engagement & Strategic Impact

This is where your focus on **corporate partner ROI** and **embedded implementations** comes in. You'll want to treat *each partner as an account*, with structured sub-entries for *each accelerator cycle*.

Category	Field	Type
Partner Identity	Company name, BU focus (e.g. MetLife Ventures, ADP Marketplace)	Text
	Primary contact(s), titles	Text
	Participation type (education session, AMA, pilot partner, investor)	Multi-select
Engagement Tracking	# of sessions attended this cycle	Numeric
	# of founders met / evaluated	Numeric
	# of pilots initiated with portcos	Numeric
	# of investments made into portcos	Numeric / linked to company
	# of integrations or implementations completed	Numeric
	Revenue generated via portco implementation	Numeric (\$)
	Repeat engagement (yes/no, frequency)	Dropdown
Qualitative	Feedback / partner satisfaction	Text
	Partner goals for next cycle	Text
	Observed thematic interest (e.g. AI in HR, care navigation)	Multi-select

3. Program-Level Operational Metrics

Area	Metric	Example
Recruitment	Application volume, source quality, acceptance rate	"125 apps, 4 accepted"
Engagement	Attendance rates, NPS, content utilization	"Avg 85% attendance; NPS 70"
Efficiency	Cost per startup supported, partner conversion	"\$18K per startup; 3 new pilots"
Follow On Readiness	Commercial validation, capital efficiency/business strength, market & positioning strength	"3 pilots, 1 paid enterprise contract"
Brand Reach	Mentions, co-marketing outputs, media pickups	"3 joint press releases"

4. Longitudinal Cycle-over-Cycle Insights

You'll want to visualize these as **cohort comparisons** to show accelerator evolution and ecosystem health.

Dimension	Insight Example
Founder outcomes	Avg follow-on funding up 25% YoY
Partner participation	Guardian + MetLife invest in...implement...etc.
Implementation ROI	\$2.4M revenue generated from embedded portfolio solutions
Ecosystem breadth	7 new sectors represented this year
Platform efficiency	Cost per outcome (funding / pilot / investment) improving cycle-to-cycle

Suggested Dashboard Views

Dashboard	Key Question	Audience
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Founder Success Dashboard	How are companies growing through the program?	Internal / LPs
Partner ROI Dashboard	What value do partners derive (commercial + innovation)?	Corporate partners / execs
Cycle Snapshot	What are this cohort's key stats and highlights?	Public / marketing
Portfolio Trends Tracker	Which categories or models are performing best?	Investment / strategy
Operational Health Dashboard	Are we running efficiently across cycles?	Platform / ops team