

Objective of this doc: Align on common questions about the SV Accelerator so that we have consistent messaging across stakeholders.

Objective of the SV Accelerator: Create outsized investment returns for LPs by increasing our visibility in the ecosystem, generating early stage deal flow at favorable terms, and providing our team with the ability to build relationships with founders (and their potential customers) before we make larger investments in their companies.

Persona: Seed and Pre-Seed Investors

What stage companies are you targeting?

Pre-seed through Series A startups that are solving a clear problem, have a pilot-ready or live MVP, and are selling into employers, brokers, carriers, payers or health systems.

What exactly do they get?

The accelerator is a 12 week program delivering:

- Weekly education sessions with key stakeholders on how they operate, what they prioritize, and key blockers to success
- Weekly sessions with two mutually selected SV Accelerator Advisors
- AMA sessions with former executives who share the “behind the scenes” version of how to set yourself up for success with high impact customer and channel partners
- Introductions to CVC and BU leaders at your target ICPs
- Exclusive invitations to executive networking events

Are there particular types of companies you are targeting?

Any company using AI to solve big problems in healthcare, the future of work, and fintech.

What if they don't have a round open?

It doesn't matter. We are accepting companies that are currently fundraising, or not!

Persona: Founders / Applicants

Is SV Accelerator just for companies that are selling through employers?

No. Building companies in work, health, and wealth is complex and requires involving multiple stakeholders across multiple categories, and our program can provide you with much needed insight for how to engage all stakeholders involved, regardless of how you ultimately monetize.

How long is the program?

The program runs for 12 weeks, with additional optional touchpoints tied to major industry events throughout the year.

Is it in person?

The cohort kickoff event is in San Francisco, and we also facilitate in-person innovation sessions with key program partners. Other than that, all sessions are virtual.

If I join the Accelerator, am I getting something different than an equity investment?

If you are selected to participate, we invest \$50k in a convertible note capped at your last round price. Additionally, you will grant \$200k in equity to SemperVirens, and \$25k in equity to the two advisors you are matched with. We also ask for the right to invest at least \$1 million in your next funding round.

Do I get to know which advisors or partners I'll work with before acceptance?

You will have access to the full advisor list in advance of joining the program, but you will not be matched with your advisors until after the program kickoff. Both you and the advisors will submit requests and you will be matched based on fit, priorities, and availability. You will still have access to all advisors throughout the course of the program.

Persona: Advisors

Is there a difference between being a SemperVirens Venture Advisor and an Accelerator Advisor?

Yes. Accelerator Advisors sign a structured program agreement where they specifically commit to supporting companies going through the Accelerator Program, including providing product and messaging feedback, introductions, and overall advice on your area of expertise. This includes ~1 hour/week of hands-on support to cohort founders, attending 1–2 events per quarter, and the potential to receive \$25k in equity in companies that you are matched with. Accelerator companies tend to be earlier stage than the broader SemperVirens portfolio, and being an Accelerator Advisor is an opportunity to truly shape their direction.

SemperVirens Venture Advisors play a role in diligence and post-investment support for the broader portfolio, which includes companies from early stages to pre-IPO.

How am I expected to engage with SVA companies?

Under a one-year engagement you'll average ~1 hour/week mentoring, plus participation in 1–2 SV Accelerator events each quarter (some virtual, some in-person).

How do the advisory shares work?

If you are mutually matched with a company, you will receive an advisor grant which are \$25K in common stock in one company per cohort. SemperVirens will support you in the process of receiving these shares directly from the company.

When do I receive the advisory shares?

Share grants to Advisors will take place after the matching process is complete - in Week 2 of the Accelerator. We will facilitate the advisor equity grant process between you and the company to receive your shares directly from them. Shares are delivered after program kickoff, once the advisor agreement is executed and you have been matched with your company.

What if I can't accept advisory shares due to a conflict of interest?

This is very common! We will work directly with you to find a way to align incentives to ensure ongoing engagement with the company.

How are Accelerator Advisors selected and paired with companies?

During the first few weeks of the program—known as Advisory Discovery—founders will meet a curated group of industry-aligned advisors in their track (e.g., healthcare, benefits, fintech). These initial conversations allow both parties to explore fit. Founders and advisors mutually **agree** to a formal partnership, at which point the advisor receives \$25K in advisory shares in the company. Each company may be matched with up to two advisors.

What if I am not selected by a company in this cohort?

Even if you're not matched directly with a company, we still believe your expertise will be incredibly valuable to the broader cohort. We'll be hosting webinars and Ask Me Anythings on tactical topics like pricing strategies, designing pilot programs, selling through brokers, and more—and hope each advisor will participate in 2-3 of those sessions. These touchpoints give founders access to your insights, and enabling you to make a meaningful impact on their trajectory throughout the program and beyond.

Persona: Limited Partners in SemperVirens***Does Fund III get charged for the costs of standing up the program?***

No—the SemperVirens GP is covering all costs associated with launching the Accelerator program, as the programming primarily leverages existing advisory and LP relationships.

Should we expect to see it as a formal investment in the schedule of investments?

Yes. We invest \$50K–\$250K per company via a SAFE capped at their last valuation, receive ~\$200 K in common stock from each, grant \$50K in common to advisors, and hold pro rata rights up to \$1M in their subsequent round. We expect to follow-on in ~50% of companies and expect ~12 companies to go through the program between now and July 2026 when the Fund III investment period ends.

Are there corporate sponsors or related entities bearing the initial costs?

Not currently, though we plan to explore co-sponsorship in the future.

