



PSI ELIGIBILITY

PSI will focus on **sales and primary market intelligence**. All successful candidates will receive training and mentorship in this capacity.

All startups must be market ready. Preference will be given to startups with revenue generation and/or those with an active user base.

It is strongly advised that retail operations have established supplier relations and multiple product lines.

Please submit only 1 application per startup. A maximum of 3 founders per startup will be accepted; however, 1-2 founders are preferred.

PROGRAM REQUIREMENTS

PSI will run from May 2, 2017 to August 17, 2017.

Monday through Thursday from 10AM to 3PM founders are required to operate out of Propel or be in the field engaging in sales/market intelligence activities.

Founders cannot hold alternative employment.

Founders are required to participate in all PSI events / workshops / competitions throughout the summer.

PROGRAM PERKS

\$7,500 cash per founder¹

Business Development Interns

Desk space at Propel

Networking opportunities

Workshops

Mentorships

Access to Propel's Resources

Free Coffee!

¹ Maximum of 3 co-founders per startup, 1 – 2 preferred Cash to be distributed in 2 tranches, \$5K in May (upon entry) and \$2,500 on July 31st subject to completing mutually determined milestones and objectives

PROGRAM REQUIREMENTS

DATE	DESCRIPTION
February 28th, 2017	Submit your business idea by 11:59pm on Friday
March 3rd, 2017	You will receive an e-mail indicating if your startup is proceeding to the PSI interview
March 9th-10th, 2017	Pre competition interviews will begin
March 16th, 2017	You will receive an e-mail indicating if your startup is accepted into PSI.
March 23rd, 2017	The deadline to accept your PSI offer
May 2nd, 2017	PSI Begins