

**Ventures that meet the following criteria may be ready to apply to UpLift by UpStart.**

## **Mission Alignment**

- The venture can articulate the impact it seeks to achieve through a mission and a vision statement.
- The venture is evaluating the initial impact and contribution it makes (or will make) to a Thriving Jewish Community.

## **Value/Growth Strategy**

- The venture is actively testing the challenge that it seeks to solve.
- The venture is exploring work in their field to best position their unique offering.
- The venture is working to articulate its primary audience.
- The venture has yet to form a reputation, and most offering participants are new.

## **Impact**

- The venture is beginning to articulate the importance of impact evaluation by regularly examining community needs.
- The Venture is preparing to use basic surveys to understand participant satisfaction.

## **Revenue Model**

- The venture has received a minimum of one grant or contract at an amount that empowers future organizational planning.
- The venture can cover expenses for one full offering cycle through a combination of the following;
  - Cash reserves
  - Revenue.
  - List of grants/contracts signed or secured.

## **Team/Leadership**

- The venture has more than one person on staff.
  - Staff may not be full or part-time.
- The venture leader is taking on significant work to move the venture forward.
- The venture is beginning to consider developing an official Board.
- The venture has "advisors" in place to move their work forward.
- Venture staff hold responsibilities across multiple functions of the work.

**Take the Venture Stage Quiz to Learn More**  
**[upstartlab.org/uplift](https://upstartlab.org/uplift)**