

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

## **Mission Alignment**

- The venture can articulate the impact it seeks to achieve through a mission and a vision statement.
- The venture is diagnosing gaps in its desired impact and the contribution it will make to a Thriving Jewish Community.

## **Value/Growth Strategy**

- The venture engages a clear primary audience.
- The venture actively works to understand the diversity of its primary audience.
- The venture understands what makes it unique and actively identifies opportunities for partnerships.
- The venture engages in annual or multi-year planning to build sustainability and growth.
- The venture has created organization-wide goals that connect to the venture's growth and sustainability.

## **Impact**

- The venture is assessing performance through assessments that take place after some, but not all, engagements
- The Venture performs data analysis to better understand audience satisfaction.

## Revenue Model

- The venture is able to sustain its operations for at least one year or one cycle of its programming or offerings through a combination of the following:
  - At least one example of multi-year funding that shifts its organizational planning.
  - The building of consistent revenue sources.
  - At least four months of cash reserves.
- Basic budgeting systems which include building systems in support of projections.
- Systems of calculating cash flow.

## Team/Leadership

- The venture has multiple staff completing key functions of the organization and planning for future team distinctions; they are paid competitively for the market.
- The venture has a single, full-time leader (or co-leaders) who is paid and committed to the advancement of the venture.
- The venture's original board members are starting to roll off, and the venture leader is strategically reorganizing their board or governance structure.
- The venture board or governance structure is learning about managing the venture leader.

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