



## About SC

Since 2016 [StartupAZ Collective](#) has been where Arizona-based growth-minded early-stage Founder/CEOs come together to level up. Founders accepted into SC join a cohort of their peers who lean in and learn from each other during the critical phases of company building. By being part of SC, founders join a network of performance-minded leaders who recognize they need each other in pursuit of building valuable companies with core values that strengthen communities.

## SC by the Numbers

**96 Founders/CEOs have participated since 2016. Among the 28 currently active Founders/CEO's:**

\$1B total company value

1,100 total employees

\$207.1M in funding

\$137.2M in total revenue (2021)

See: [2021 performance report and company list](#)

## What are the selection criteria for SC cohorts?

We look for founders/CEOs of Seed to Series A stage startups using this criteria:

- In revenue - at or approaching ~\$500K - \$3M revenue annual run rate
- Finding product market fit
- Double digit MoM growth



- Team sizes 5+

This is a competitive process and we are unable to accept all applicants to join SC but welcome founders short of this criteria to inquire anyway. Our CEO can be available for a quick call to discuss our criteria and target market.

### **Frequently asked SC questions:**

#### **Is there a fee to join SC?**

No. StartupAZ funds SC through the generosity of several [corporate and philanthropic sponsors](#) and [successful entrepreneurs](#) who invest in our work to pay it forward.

#### **What is the time commitment to join SC?**

Our annual SC Summer Retreat in Flagstaff kicks off the SC experience and is required attendance for all new members. After the retreat, cohorts come together for half-day sessions every month. Session participation is required and members are able to miss up to two sessions before being voted out of the cohort. (Experience the 2022 SC Retreat [here](#)). StartupAZ's hosts an annual holiday party with spouses/significant others of current and alumni SC members and a variety of optional events and gatherings throughout the year.

#### **What can I expect to get out of SC experience?**

Your tribe, period. SC is designed to bring company builders at the earliest stages of growth together in a forum elevated by transparency and trust and your tribe quickly becomes a trusted network of peers, in different sectors and industries, but committed to leaning in and learning from each other. The experience is enhanced with the guidance from some of the top founders (our Founders in Residence network) and SME's in AZ. If your primary objective is to meet investors, you'll be disappointed. SC has facilitated dozens of investor referrals but the experience is not transactional. You get out what you put in.

#### **What can I expect to give to the SC experience?**

Your expertise, networks, vulnerabilities and trust. We bring our humanness to company building and expect everyone committing to SC to bring their authentic selves. SC only works when cohort members bond over their pursuit of building great companies - not getting caught up in the hype of entrepreneurship. Candor is king and helps members level up each other, raising the bar on the entire ecosystem.



### **Is the Key Leaders group part of the StartupAZ Collective?**

Yes, any founders who are accepted into a cohort are welcome to add any of their functional leaders to one of the Key Leaders groups. Once you join SC, you'll learn more about Key Leaders.

**Key Leaders / People** includes *people ops, culture and talent leaders. This is the evolution of our previous Talent Summits.*

**Key Leaders / Growth** includes *sales, marketing and customer success leaders.*

**Key Leaders / Product** includes *engineering and product leaders.*

### **Are there any perks by joining SC?**

Yes, a bunch, including access to the only local founder-vetted resource directory of the software and humans that can help you scale faster including a robust fractional executive talent directory. We have plenty of AdWord Credits, AWS Credits and Brex benefits, to name a few.

### **Is participation in the Generosity Pledge required when joining SC?**

No. But we highly encourage it as a first step in building a company with strong core values and an imperative to give back. YTD over \$300K in proceeds have been contributed by founders taking the Generosity Pledge, and we're just getting started.

**A shareable PDF is attached and found [here](#) and you can learn more here [startupazcollective.org](http://startupazcollective.org).**

### **Ready to Apply?**

Apply [here](#) and we'll schedule an interview call.

### **More Questions?**

Book a time for a call with Diana Vowels, CEO [here](#)