

ARTS BUSINESS INCUBATOR (ABI) PROGRAM

ABI Program History



NYFA's Arts Business Incubator (ABI) Program is made possible through the generous support of the Scherman Foundation's Katherine S. and Axel G. Rosin Fund.

ABI supports a small cohort of New York City-based arts startups.

ABI selected its initial cohort in the spring of 2015

How does ABI support startups?



ABI supports startups in several ways:

- 1) Mentorship
- 2) Education and Training
- 3) Direct Funding

Mentorship



Each enterprise in ABI will be paired with a mentor who has expertise relevant to that enterprise's goals. Mentors and mentees are expected to meet monthly and report on their progress.

Education and Training



Enterprises will receive education and training in the fundamentals of starting a business and identifying and refining a business model, as well as in core operational areas such as law, accounting, and marketing.

Direct Funding



Each enterprise will receive access to a \$15,000 drawdown account for use towards consultant services in law, accounting, marketing, real estate, insurance, technology, and any other area relevant to the needs of each individual enterprise.

Additional Opportunity: The Eyebeam-NYFA Residency

One technology-based arts enterprise selected in this cohort may be eligible for a special opportunity for a residency at Eyebeam, a nonprofit studio for collaborative experiments with technology toward a more imaginative and just world. By providing generous support to artists for research, production and education, Eyebeam makes ideas real. The residency will begin immediately following the ABI opening intensive in January 2017, and will last for approximately four months. It includes workspace and technology guidance, but not direct funding. Those applicants who advance to the second round will be provided more information and the opportunity to apply to this residency.

What Kinds of Enterprises Are We Seeking?



NYFA believes in the power of the creative economy, and that the arts and artists are a powerful economic force in New York (and the world).

We are seeking arts-based businesses that will someday be leaders in this field, that will provide innovative services and products to the cultural community, and which will create greater opportunities for artists.

The Ideal Enterprise Is...



Self-sustaining

Innovative

Scalable

Beneficial to the Cultural Community

The Ideal ABI Participant Is...



Passionate

Ready to Partner

Inventive

Dedicated to the Arts

Individuals vs. Teams

Teams are strongly encouraged to apply and given priority over solo founders.

- 1) ABI is a significant investment of resources, and teams are less dependent on any one person's schedule or life events
- 2) Any business will need to convince others that it has value. A team means that the founders have already done so.

Core Eligibility Requirements

Applicants must be in the “startup” phase of the enterprise (i.e., within the first 18 months of operation). If an enterprise consists of multiple people, one person must be designated as the lead applicant for the purposes of this application.

Must be a for-profit, arts-based business

Must be based in New York City

Must commit to attending all sessions of the program, including monthly meetings with mentors for the duration of the program

Key Program Dates

October 14, 2016: Program applications due. Finalists will be notified by November 7, 2016, if they have been selected for the panelist round.

Nov 28 - Dec 2, 2016: Panelists conduct interviews with finalists.

December 9, 2016: Successful applicants notified of acceptance.

January 17-27, 2017: Orientation and group training

Participants must commit to monthly meetings with their program mentors for the duration of the program. The ABI program will conclude in June of 2018.

How to Apply

Link: <https://nyfaabi.submittable.com/submit/65425>

Create your account **Have an account? Sign in**

Name	Mid.	Last name
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Email

You must use a valid email address to receive confirmation / notifications regarding your submissions.

Password

Your password must be at least 6 characters.

Confirm password

Create Account and Continue

Submittable[®]

Application

Name of Enterprise *

Enter a title for your submission

Name of lead applicant *

Address (street) *

Address (city, state, zip) *

Email *

Email of business or of the lead

Video



- This should be low-production– no promos!
- Not an elevator pitch, just an informal greeting
- Introduce yourself and your team, and briefly explain what your enterprise and what it does.

Key Takeaways

- Be yourself! We want to know who the founders are, and who the key team members are.
- Why will this succeed?
- How important is it to you?
- What is your vision
- What have you done so far?

Thank You For Your Interest!



Questions?

Please contact: abi@nyfa.org