



Finalists of the 2014 Creative Startups Accelerator each take a turn during the demo night held at ¡Explora!

CREATIVE STARTUPS

The Institute for Creative and Cultural Entrepreneurship (ICCE) was launched to fill the void in support for entrepreneurs building new ventures in the creative economy. Market research in Year 1 led to the launch of Creative Startups in Year 2. Creative Startups is the first accelerator designed by and for creative entrepreneurs. Over 40 successful business owners in creative fields were tapped and engaged as mentors, and new curriculum modules were completed and tested in Summer 2014. The 10 modules included leadership of new ventures, financing for startups, marketing and branding, and legal issues. In its first year, Creative Startups received 60 applications from entrepreneurs in various creative fields—80% were submitted by women- and/or minority-owned startups. 12 finalists were chosen (9 women/minority-owned) for the 2014 Creative Startups Accelerator cohort.

After participating in the 10 online modules, the cohort began a week-long “Deep Dive” in which 30+ mentors and community leaders joined the cohort to provide advice, deliver technical assistance, and network with the entrepreneurs, while community events brought nearly 200 people to network and engage in the startup ecosystem. Across the board, the 2014 Accelerator had a positive impact on participating startups.

ICCE continues to grow the ecosystem of resources for creative entrepreneurs, including partnering to bring two international programs to Albuquerque: Creative Mornings and 99U/Behance.