

mmode

THE FASHION INDUSTRY'S METROPOLITAN CLUSTER

En mode croissance 2021

mmode Accelerator

En mode croissance aims to help make participant businesses more competitive and profitable across markets, speeding up the implementation of winning strategies to drive innovation and growth. For the equivalent of one or two days per month during a 12 month period, selected candidates will undertake a highly personalized program focused on their specific development needs.

Following a thorough business diagnosis and psychometric tests carried out by professionals, participants will benefit from a tailor-made pathway to address their individual business needs and objectives. This includes being paired and several meetings with a seasoned mentor from the fashion industry, coaching sessions with experts and workshops with renowned guests.

Many other opportunities for sharing and developing knowledge and management skills will be created, among other things through peer co-development sessions.

Objectives

- Accelerate the growth of high potential entrepreneurs and companies;
- Ensure that the next generation of fashion business leaders is strong, competitive and well positioned to grow;
- Disseminate knowledge and stimulate participants' ability to innovate;
- Promote the development of specific management skills;
- Transfer know-how and interpersonal skills;
- Multiply synergies and business opportunities;
- Accompany each participant in a personalized manner.

What Participants Will Benefit From

- Being matched with a seasoned mentor from the fashion industry (minimum of 4 mentoring sessions with their mentor);
- A thorough professional business assessment;
- Made to measure individuals coaching sessions (15h);
- Mid-program and end-of-program progress evaluations;
- Monthly group meetings (10 x 3 hours)
 - 5 with special guests, various fashion and management experts and renowned guest entrepreneurs;

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- 5 peer to peer co-development sessions.
- Monthly progress calls (15-30 minutes)
- Possibility of personalized meetings with key industry players;
- Guidance and support from the mmode team and program manager;
- 2021 mmode membership;
- Privileged access to mmode events and workshops, and different mmode partners' events;
- Increased visibility across the mmode network.

Eligibility Criteria

- Be a member in good standing of mmode for 2020 (\$60.00 annual membership);
- Be the owner of the business (full or partial);
- In operation for at least 2 years;
- Complete and submit the application form by October 19, 2020 at 11:59 pm (EST).

mmode subscribes to the principles of access and fairness and encourages all those with the required profile to apply.

Entrepreneur and Company Profiles

- Entrepreneurs already operating in the fashion business who are ready to invest themselves in a strategic development process (requires work outside the company equivalent to one or two days per month, for a 9 month period);
- Companies with a solid foundation and strong growth potential, positioned favourably to accelerate their expansion.

Involvement of participants

Participants agree to dedicate one to two days per month to this program outside their company activities, from December 2020 to November 2021.

Program price

Thanks to mmode and the support of Services Quebec, the participants selected to be part of the 2021 cohort will have to pay a total amount of only \$ 700 for services worth more than \$ 8,500.

Duration

12 months (December 2020 to November 2021)

Selection Process

Application period: September 21 to October 19, 2020

Screening and selection interviews: October 20 to November 13, 2020

Announcement of candidate selections: November 16, 2020
Beginning of Program: December 2020

End of Program: September 2021

Important Dates

Call for participants and application period	September 21 to October 19, 2020
Beginning of the program	December 2020
Individual meetings and start of the assessment process	December 2020
Introductory meeting with the mmode Board of directors	December 2020
Individual meetings with respective mentors	Spring 2021 to September 2021
Individual meetings with respective coaches	January to September 2021
Monthly Group Sessions	January to September 2020
Summer activity	Summer 2021
End of program activity	November 2021

Application Process

To be part of the accelerator's first cohort, interested candidates must submit their application **by October 19, 2020 at 11:59 pm (EST)**.

Step 1) Complete the Application Form: <https://forms.gle/24WRsiY3kRYLuG829>

Step 2) Include the following required documents:

- Résumé

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- Most recent Business Plan (if available)
- Financial statements of last two years (if available)

All information received will be treated confidentially.

Contact

For more details about the program and the application process, please contact our program manager :

En mode croissance
accélérateur@mmode.ca