



Oklahoma Grassroots

Rural & Ag Business Accelerators

An Oklahoma Farm Bureau Partnership with:



“Entrepreneurs are required to feed the world”



Norman Borlaug

Went from a microbiologist at Dupont to hybridizing corn and wheat for arid climates, saving the lives of 2 billion people



John Deere

Went from being a blacksmith and manufacturer to inspiring the iconic John Deere green

Idea credit: Colin Hurd, serial entrepreneur



Did you know?




In the latest census,
2/3 of Oklahoma counties
lost population




Did you know?



96% of farm families
derive some source of
income from **off-farm jobs**



Did you know?



**Less than 1% of
venture capital is deployed
in rural communities**



Oklahoma Farm Bureau wants to do something about this.

We believe Your community should be a place where your farm can thrive and where the necessary off-farm jobs are readily available.



Introducing



Oklahoma Grassroots

Rural & Ag Business Accelerators



The Oklahoma Grassroots Rural and Ag Business Accelerator is a program designed to **make rural and agricultural businesses better, faster.**



This is a statewide program for startups in communities with a population of **50,000 individuals or less.**



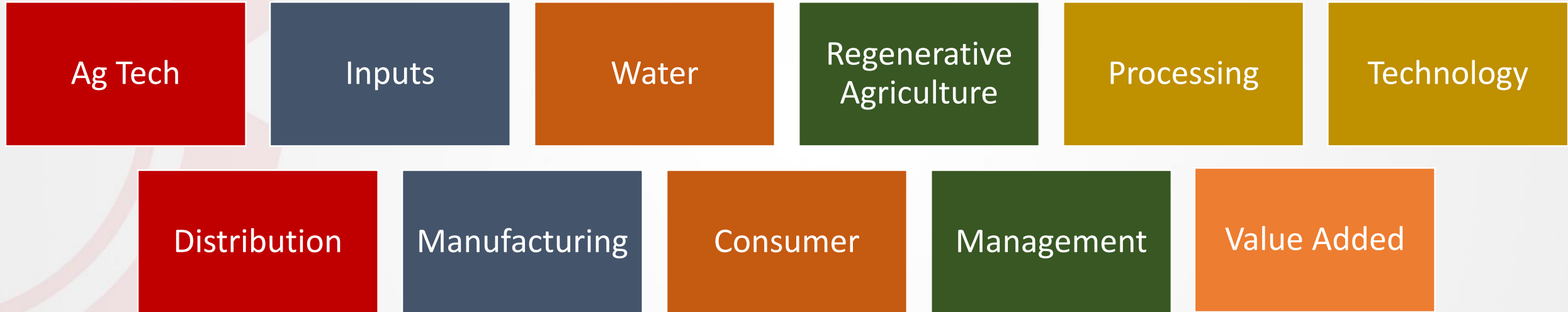
Business accelerators can be defined as a group, also known as a **cohort**, of innovation founders working through educational curriculum together to **enhance their businesses over a period of time.**



Startups that graduate the program offerings could be invited to stand before their **program's respective investment committee** to make their pitch.



What kind of startups can apply?



Two tracks succinct pipelines



A cohort for
agricultural innovations



A cohort for rural,
off-farm innovations

Option One



Activate
Oklahoma

Rural Innovation Pipeline

Rural programming

Step 1: BOOTCAMP, "Inch Deep, Mile Wide"

Customer Discovery	Market Opportunity	Business Planning	Intellectual Property	Funding	Pitches + Pitch Decks
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Step 2: PRE-ACCELERATOR & ACCELERATOR, "Inch Wide, Mile Deep"

Customer Discovery	Funding	Pitches + Pitch Decks
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Activate OK
Coordinators



SBDC
Advisor



Technical
Mentor



E3
Mentor



Personal
Mentor

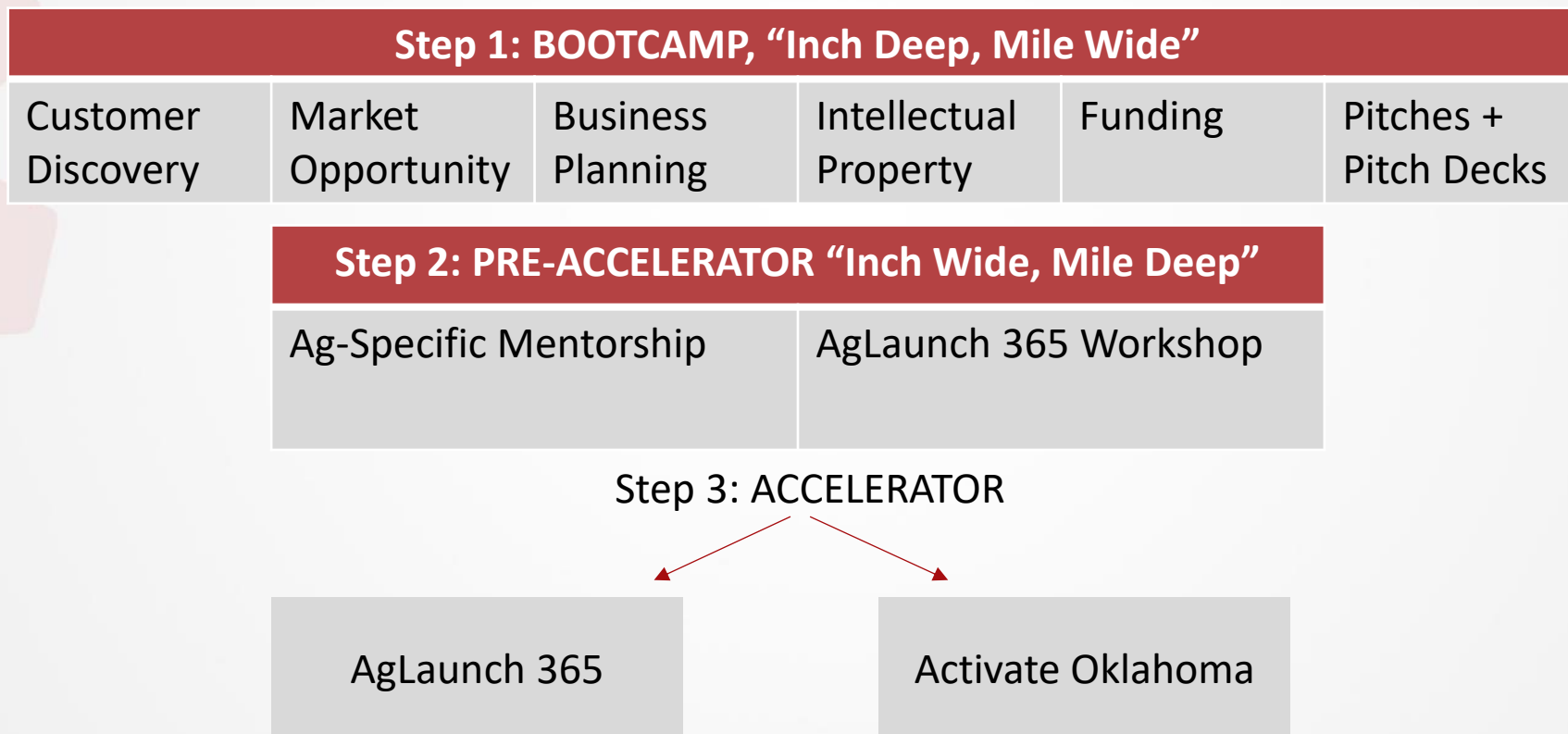


Option Two



AgCelerate
Oklahoma
Agricultural Innovation Pipeline

A bootcamp & pre-accelerator program



AgCelerate OK
Coordinators



SBDC
Advisor



Product
Mentor



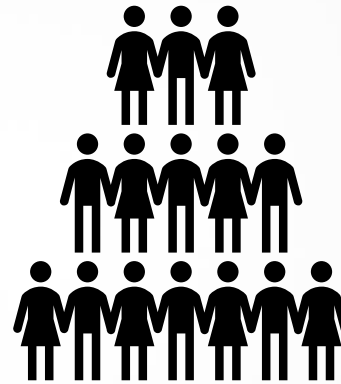
Our Success Record ... And GROWING



\$10,310,000
Dilutive Capital Raised
(And Counting)



31 Startups Touched



65.5 Rural Jobs
Created
(And Counting)



29 Communities Impacted



If we create five jobs in Western OK...

IMPACT	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
1 - Direct	5.00	\$374,620	\$313,549	\$481,549
2 - Indirect	0.29	\$12,263	\$23,005	\$57,850
3 - Induced	0.56	\$15,294	\$44,677	\$94,274
Total	5.85	\$402,177	\$381,231	\$633,672

That's \$633,672 in economic impact that doesn't exist without successful startup founders.



How can you help?



Support New Ways To
Increase Capital Accessibility



Support Asset Mapping
Efforts



Advocate for Rural Workforce
Support Measures





okfarmbureau.org/accelerator

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