

About Your Venture

NAME OF FOUNDER

Jenna Beltser

GENDER

Female

NAME(S) OF OTHER TEAM MEMBERS

Abigail Rochlin

VENTURE NAME

Impact Accelerator

VENTURE WEBSITE

<https://www.ou.org/accelerator/>

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HEADQUARTERS LOCATION

11 Broadway NYC, NY 10004
United States

COUNTRY, IF NOT USA OR CANADA

United States

HOW DID YOU HEAR ABOUT THE OU IMPACT ACCELERATOR?

OU Staff

DESCRIBE YOUR VENTURE IN 1-3 SENTENCES.

The OU Impact Accelerator aims to advance the Jewish community by promoting and supporting social entrepreneurship and innovative, new startup nonprofits. Our program partners nonprofit founders, successful professionals, and OU resources to address the most impactful projects and help them grow. Every year, we choose a cohort of innovative nonprofit founders. Each founder participates in a nonprofit management curriculum and also receives coaching, mentorship, interns, and funding to accelerate their ventures that are solving our community's greatest challenges.

WHAT IS YOUR VENTURE'S MISSION AND VISION?

Mission: The OU Impact Accelerator identifies and advances promising Jewish nonprofits. Through education, mentorship, and collaboration, we empower great leaders committed to strengthening our communal landscape in new ways.

Vision: A community in which our age-old needs are met with innovative ideas and groundbreaking solutions.

Why and How

WHAT ISSUE AREA DO YOU ADDRESS?

Community Building / Engagement

WHY DOES THE JEWISH COMMUNITY NEED YOUR VENTURE? WHAT CHALLENGE DO YOU ADDRESS?

A major challenge facing the Jewish community is that our existing institutions are becoming endangered. The Jewish community is an ecosystem. It requires constant renewal with new energy, ideas, and leaders. The OU

Impact Accelerator is promoting new ideas and supporting new leaders who will transform our communal landscape. There are over 450 new Jewish nonprofits that have applied to our program over the last three years. Each year, we can accept 4-6 organizations with the ability to multiply their impact by growing their services.

WHO IS YOUR CLIENT (CHECK UP TO THREE)?

- Institutions
- Jewish Professionals

LIST OTHER ORGANIZATIONS ADDRESSING THIS ISSUE.

Upstart, Jumpstart, Olami Incubator, Chesed Leadership Program

PLEASE IDENTIFY WHY YOU ARE UNIQUE AMONGST THE OTHER ORGANIZATIONS IN THIS SPACE. HOW ARE YOU ADDRESSING THIS ISSUE IN A NEW OR INNOVATIVE WAY?

We are an accelerator for the Orthodox Jewish community that helps non profit start ups. We have a combination of seminars, workshops, and mentors and the cohort members themselves work with one another to accelerate their ventures. We also leverage the existing connections and resources of the Orthodox Union to help the new nonprofits.

WHAT IS YOUR MAIN METHOD OF DELIVERY?

Groups

DO YOU HAVE A "MODEL" ORGANIZATION? MANY TIMES ORGANIZATIONS WANT TO BE THE "AIRBNB" OF POOLS, OR THE "WARBY PARKER" FOR SOCKS. IS THERE AN ORGANIZATION THAT YOU LOOK TO AS A BUSINESS MODEL?

We are the Y Combinator for Jewish nonprofits

To Date

WHAT YEAR WAS YOUR VENTURE FOUNDED?

2018

CHECK ALL THAT APPLY. THE VENTURE IS:

- Intrapreneurial project in an existing organization. Which organization (please list below)?

WHAT SERVICES AND PROGRAMS DO YOU PROVIDE, OVER THE LAST 18 MONTHS? (ADD A ROW FOR EACH SERVICE/PROGRAM)

Service / Program	Mode of Delivery	Frequency	# of Clients	Client Units
Educational Workshops	online	bi-weekly	6	individuals/founders
Consulting	1-1 consultations	every 3 weeks	6	individuals/founders
On-site retreat	in-person	once	50	alumni, mentors

NAME THE COMMUNITIES AND/OR INSTITUTIONS YOU CURRENTLY SERVE.

North American Jewish Community

HOW MANY EMPLOYEES DO YOU HAVE? PLEASE INPUT A NUMBER

Full Time	Part Time / Contractors	Volunteers
1	1	0

PLEASE LIST 2-5 OF YOUR ORGANIZATION'S MILESTONES SINCE STARTING (DATES AND BRIEF DESCRIPTION)

November 2018: Cohort 1 selected; start of educational curriculum
September 2019: Cohort 1 demo day graduation
March 2021: Cohort 2 demo day graduation and crowdfunding campaign
August 2021: Cohort 1-3 on-site retreat and mentor event

Section Break

WHAT IS THE SIZE OF YOUR TARGET MARKET?

300+ startup Jewish nonprofits in North America

HOW WOULD YOUR CLIENT LEARN ABOUT YOUR SERVICE (SHUL RABBI, SOCIAL MEDIA, FRIEND, ETC.)? HOW DOES THE PUBLIC KNOW ABOUT YOUR WORK?

Lay leaders, OU network, Facebook, LinkedIn, newspapers, articles, Jewish Action, OU publications

WHERE DO YOU TURN TO FOR SUPPORT OF YOUR VENTURE (OTHER LOCAL ORGANIZATIONS, FOUNDATION CENTER, FRIENDS, ADVISORS, COLLEAGUES, ETC.)?

Advisors, colleagues, lay leaders

We often turn to OU staff members, advisors, and lay leaders to receive feedback, hear more opinions, and get more people involved in what we are doing.

Forward Thinking

WHAT METRICS DO YOU USE TO EVALUATE YOUR SUCCESS? WHEN AND HOW DO YOU CURRENTLY EVALUATE YOUR VENTURE ON THESE METRICS? (EX. USER GROWTH, PROGRAM GROWTH, USER SATISFACTION, DONOR BASE, ETC.)

We use a combination of output metrics, customer satisfaction, and comparative data to measure our success. We measure the specific amount of hours of workshops, numbers of mentors, and numbers of ventures we work with (and their growth). We also review the feedback from each cohort and measure their leadership and venture confidence as compared to other nonprofit founders.

WHAT ARE 2-5 GOALS THAT YOU HOPE TO ACCOMPLISH OVER THE NEXT 5 YEARS? YOUR GOALS SHOULD BE SPECIFIC AND MEASURABLE.

Alumni Network - create a continuing education program and network for alumni organizations from previous OU Accelerator cohorts. We hope that 70% of alumni organizations participate in 3-4 programs or seminars per year
Communal Collaboration - become the address for Jewish individuals to network and build together, leveraging their professional backgrounds to help create the institutions that will propel our community forward. We hope for at least 30 mentors to be involved with Accelerator ventures and alumni regularly (at least three times a year).

WHAT ARE YOUR VENTURE'S BIGGEST CURRENT OR UPCOMING CHALLENGES? WHAT IS YOUR PLAN TOWARDS APPROACHING THESE CHALLENGES?

Consistent Program - the OU Impact Accelerator launched in 2018/2019, right before covid. Our second year of programming was 2020/Covid and our third year was 2021. As we move into a "new-normal" we are hoping to solidify the foundation of our general program and build from that foundation.

Metrics - as a business-to-business (B-2-B) service provider, our success can be measured via the organizations we work with. It is challenging to isolate the specific effect of the OU Impact Accelerator in our work with other Jewish nonprofits.

HOW DO YOU ENVISION THE OU IMPACT ACCELERATOR CONTRIBUTING TO THE PROGRESS OF YOUR ORGANIZATION? WHY WOULD IT BE GAME-CHANGING FOR YOU AND/OR YOUR ORGANIZATION?

The OU Impact Accelerator can help my organization with marketing our work better to the larger Jewish community and connecting with influential community leaders. I am also looking to learn from and network with other nonprofit founders to help grow our program and share skills and experiences. We need the OUIA at this stage because we are looking for a cohort of founders to work with as we grow to the next level.

WHAT ARE THE 2-5 BEST WAYS THE ORTHODOX UNION CAN SUPPORT YOUR VENTURE? PLEASE ONLY SELECT TWO OPTIONS.

- Awareness / Distribution Network
- Business Planning
- General Nonprofit Help
- Operations

Entrepreneur Criteria

PLEASE PASTE YOUR PERSONAL BIOGRAPHY. IT SHOULD BE NO MORE THAN 2-5 SENTENCES. IF THERE IS MORE THAN ONE FOUNDER OR SENIOR LEADER, PLEASE INCLUDE ALL BIOGRAPHIES. THIS SHOULD BE WRITTEN IN THIRD PERSON.

Jenna Beltser is the Founding Director for the OU Impact Accelerator. Prior to joining the OU, Jenna worked in the financial technology startup world at both Visible Alpha and Novus. Through the Impact Accelerator, Jenna blends her passion for the Jewish community with her experience in startups to transform the landscape of the Jewish future. Jenna graduated from the University of Pennsylvania and lives in Michigan with her husband, Lev, and daughter, Bina.

HOW WOULD A COLLEAGUE DESCRIBE YOUR LEADERSHIP STYLE? SHARE WITH US DIFFICULT DECISIONS YOU'VE MADE AND HOW, TIMES YOU NEEDED TO ADAPT YOUR VENTURE AND HOW, AND HOW YOU DEAL WITH CHALLENGES OR UNMET EXPECTATIONS.

(From a colleague): Jenna leads by example and is extremely organized. She is constantly communicating with her team about what needs to get done and how, prioritizing projects, and planning ahead. She always ensures that we are staying on task by zooming out and reviewing the bigger picture as the project progresses.

We approach challenges by sticking to transparency and communication as our number one priorities. When we needed to adapt our program to virtual, we took three main steps as we consistently innovated and re-evaluated our approach, even during the delivery. We a) brainstormed the best way forward, b) communicated our progress and the plan to our relevant audiences and c) continuously assessed and reimagined our programming, to continue with what our initial plans were and thought of new initiatives throughout the summer.

PLEASE RATE ON 0-5, YOUR CONFIDENCE IN YOUR ABILITY TO: (PLEASE BE HONEST, AS THIS RATING WILL HELP US CATER THE ACCELERATOR CURRICULUM TO YOUR NEEDS).

	0 - No confidence	1	2	3	4	5 - Extremely confident
Lead your organization (Leadership)	☐	☐	☐	☐	☐	☒
Operate your organization (Operations - create budgets, legal compliance, HR, insurance, etc.)	☐	☐	☐	☐	☐	☒
Work with a Board of Directors (Governance)	☐	☐	☐	☐	☐	☒
Create an actionable strategy for the future (Strategy)	☐	☐	☐	☐	☐	☒
Fundraise	☐	☐	☐	☐	☐	☒
Market your venture (Marketing, PR, and Communications)	☐	☐	☐	☐	☐	☒
Evaluate your success or impact (Evaluation)	☐	☐	☐	☐	☐	☒
Incorporate feedback and guidance	☐	☐	☐	☐	☐	☒

WHY DID YOU START YOUR VENTURE?

Hatzalah, OU Kosher, Bikur Cholim... these are all nonprofits that were once startups, now central to our communal life. We want to create an address for new, innovative nonprofits to go to in order to accelerate their impact. Through the OU network and resources, we can leverage what exists to create where there isn't.

WHAT DOES SUCCESS LOOK LIKE FOR YOUR VENTURE?

If the OU Impact Accelerator is successful, the Jewish leaders will know where to turn to for support of new ideas and opportunities in the communal world. New institutions will have support from a variety of sources to continue growing, and critical communal issues will continually be addressed in new, innovative ways.

General

DO YOU HAVE A BOARD OF DIRECTORS / ADVISORS?

Yes/No	If yes, how many?	How often do they meet?
yes	5	Monthly

PLEASE LIST YOUR BOARD MEMBERS

Ezra Friedberg
Ed Stelzer
Vivian Stok
Elliott Mandelbaum
Josef Loeffler

HAVE YOU BEEN PART OF ANY OTHER FELLOWSHIP, INCUBATOR, OR ACCELERATOR (UPSTART, NEXTDOR, CHESD LEADERSHIP PROGRAM, ETC.)? PLEASE LIST AND ADD IF YOU WOULD RECOMMEND THE PROGRAM (0-5, 5 BEING "DEFINITELY RECOMMEND").

NA

HAVE YOU OR YOUR SPOUSE (IF RELEVANT) EVER WORKED AT THE OU OR ANY OF OUR PROGRAMS? IF SO, WHO WAS YOUR/THEIR DIRECT SUPERVISOR AND WHAT YEAR?

Yes - I currently work for the Orthodox Union

HAVE YOU OR YOUR ORGANIZATION EVER PUBLISHED PUBLICLY? THIS INCLUDES ARTICLES, BOOKS, BLOGS, SOCIAL MEDIA, NEWS OUTLETS, ETC. IF YES, PLEASE ADD NAMES YOU OR YOUR ORGANIZATION HAS BEEN PUBLISHED UNDER (MAIDEN NAMES, OTHER LEADERS, PAST NAMES OF THE ORGANIZATIONS, ETC.). FEEL FREE TO PROVIDE RELEVANT LINKS

Yes. I have published under these names: Jenna Nelson, Jenna Nelson Beltser, or Jenna Beltser
You can read my article here: <https://ejewishphilanthropy.com/announcement-2020-the-year-of-innovation/>

Budget

2019

Actual	Planned
NA	NA

2020

Actual	Planned
NA	NA

2021

Actual	Planned
NA	NA

2022

Projected	Planned
NA	NA

WHERE DO YOU CURRENTLY GET YOUR FUNDING? PLEASE CHECK ALL THAT APPLY.

- Individual Donors
- Contract
- Crowd-funding (Kickstarter, etc.)
- Foundation

Reference and Venture Information

REFERENCE 1

Name	Contact information	Relationship
Board Member X	X	Board Member

REFERENCE 2

Name	Contact information	Relationship
Cohort Member X	X	Alumni

DOES YOUR ORGANIZATION HAVE ANY SOCIAL MEDIA ACCOUNTS? IF SO, PLEASE LIST AND PROVIDE ACCOUNT NAMES.

Facebook	Instagram	LinkedIn	Twitter	Other
https://www.facebook.com/oulAccelerator	ouiaccelerator	https://www.linkedin.com/company/ouimpact-accelerator/	NA	https://www.youtube.com/channel/UCXHxd7aTCFKFrjvAMSB2oPA