

A Practical book by
RASMUS BASILIER



TEACH ANYTHING WITH THE ACCELERATOR MODEL

A modern approach to designing and running an
outcome-focused learning environment

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1. PRELUDE:

What is this guide? How it can help you? Who am I?

This book is a how-to guide to create accelerator programs, such as startup accelerators, coding bootcamps and internationalization programs.

An accelerator is an intensive learning and development program lasting 3-20 weeks. The program is selective and accepts participants in batches called cohorts. The format varies quite a lot, but it always has a combination of workshops, lectures, mentoring sessions and/or a physical space for participants to work from. Other common things are a large network of on-demand mentors, free to use digital tools and a shortcut to relevant influential people and organizations.

Until recently, it was enough to create some type of program, slap the word “accelerator” or “incubator” on it and then you were good enough to create some value. Over time, old accelerator programs have kept on going, while new ones are continuously added. The market is getting ever more saturated and more competitive.

Since the COVID19 pandemic (yes it has to be mentioned) the internationalization of programs has become complete, meaning participants have an easier time comparing and choosing what programs to enter. The availability of online educational material and accelerator-like support groups (such as pioneer.app) have also increased, giving alternatives for participants to avoid engaging in any accelerator program in the first place.

There is no comprehensive how-to guide when it comes to creating an accelerator program that works (unbelievable... I know).

That is why this book exists: to help you make your first-ever accelerator program.

(And for those of you reading this book who happen to already have your own program - you should be able to find some good tips and tricks that help you make it even better).

1.1 WHY SHOULD YOU TRUST THE CONTENT OF THE BOOK?

All my life I've had a drive to try to make things better. I can't help but see ways to improve educational concepts, and whenever I get my hands on a program of some sort my brain starts running and my hands start working.

When it comes to accelerators, I've managed or created several different programs and concepts in Finland, Germany & various European countries. For example:

- » Boost Startup Journey
- » Human Accelerator (now Elevate)
- » German Scalars
- » Euro Scalars
- » Internship Accelerator
- » VTT Launch Pad

I've continuously collected feedback from the participants and stakeholders to make sure that I have the information to improve the program for the next round.

I've also made sure to interview and learn from my peers in the accelerator business and other areas of teaching, education and coaching from around the world. To supplement my practical knowledge and peer-to-peer learning, I've also gone through the books written and the academic literature on the topic.



STORY OF CONTINUOUS IMPROVEMENTS

Since 2020 I've been running the accelerator program called International Scalers (or German Scalers, as it was called the first time around).

It's a ten-week-long intensive program focused on helping participants generate international sales on their own, without the use of lead generation consultants.

I was quite proud of my program. All of the companies participating were succeeding in getting international sales, which was great. But something was bothering me.

The companies were starting too slowly. No matter how much great advice I was giving, whatever design I gave the program, and how much I was trying to push them, it always took them roughly four to six weeks to get properly started.

As I was reflecting on this, I realized the same situation came up over and over again:

"I didn't have time to implement the things suggested",

"I know you said we could get an intern to help us implement the things suggested, but going through that process also takes time that I don't have"

At first, I heard this as a failing on their part, not being resourceful enough to get things moving. But over time I realized that no matter what I was thinking about the reason for their failings, they were not improving.

So I thought, what if I would hire the interns, train them, and then lend them out to the participating companies? That would give the companies more hands to do work, the people coming in would be trained at the task and I would shoulder the official responsibility of their internship. If and when the interns would prove to do a good job, they would then transfer over officially to the host company.

As of the writing of this chapter, this new model is still being piloted. This means I don't have the results of the implementation yet. But I wanted to include it to show what it means to be continuously improving and illustrate the type of person I am.

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2. THE ACCELERATOR MANIFESTO

1. Forward momentum is everything

An accelerator is about helping participants move forward as fast as possible. Everything revolves around forward progress. This is the guiding principle you use in deciding everything that you do in an accelerator. It's also the defining quality for keeping or booting teams from the program.

2. Output is learning

You can never know what is in someone's head. But you can measure results out in the real world. Use participant output as your measurement tool for the success of your teaching efforts.

3. All learning is interactive

People don't create increased output without getting their hands dirty. School desk teaching is highly ineffective and should not be used. Instead, make every session as interactive and full of direct feedback as possible.

4. Participants will have to sink or swim

Accelerators make you go ahead faster than you probably thought was possible. The fast-paced environment is great for some, but others will struggle. Do your best to spot personalities who will succeed in this environment. Allow for participants to show you if they can handle it or not. Providing support initially is fine, but within a week both you and they should know if they will thrive in the environment or not.

5. Know the goals of the participants

You need to know why the people in your program are there. Otherwise, you can't help them properly.

6. Know the goals of the ones who are paying

Often, the participants are not the ones funding the program. You need to know the reasons behind your financiers' reason to pay you and keep a close eye out for what they want you to do. Measure what they care about.

Teach Anything With the Accelerator Model is aimed at you who want to challenge the way that things are normally taught. In this book you will learn how to create a learning environment which focuses on outcomes, not what is being taught.

This is a practical book that will share with you the insights on how you can create a fast-paced learning environment. In the book you will explore the do's and don'ts of the model presented in a do-it-yourself methodical way.

"I had the pleasure of working with Rasmus on the Euro Scalers program. The program itself is very efficiently constructed and makes you think while you're doing the work. No time wasted, which applies also to Rasmus. He is a quick thinking, no BS kind of a trainer who is hands on and helpful with concrete advice. I thoroughly enjoyed working with Rasmus and being in the Euro Scalers program."

- Timo Heikkilä, Founder of Popit Ltd. and digital health enthusiast



Rasmus Basilier (M.S) has worked with perfecting the accelerator model since 2018. He has been organizing seven different accelerators in the past (and currently runs two), organized countless workshops and events and is actively involved in the startup scene.

