



# NOVELLA CENTER FOR ENTREPRENEURSHIP



# HOW IT BEGAN

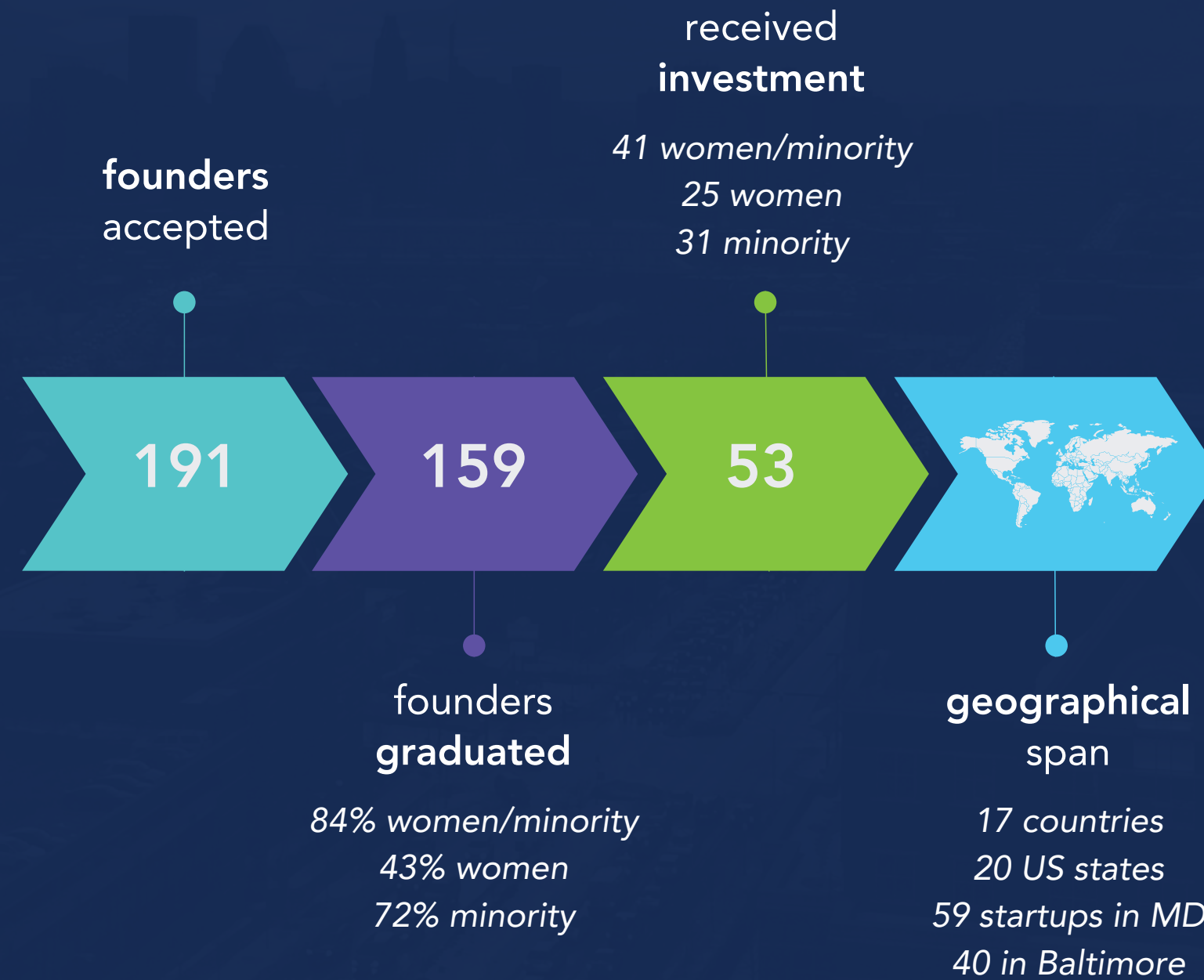
In 2013 our internationally acclaimed Conscious Venture Lab Accelerator program opened its doors in Howard County, Maryland as the passion and brainchild of our founder Jeff Cherry. For more than 37 years Jeff has been a serial entrepreneur, management consultant, architect, tech executive and investor, and the program is built upon the foundation of this body of work. The program has continued to grow, expand and adjust to meet the needs of society, address the current business climate, and support diverse entrepreneurs, and has included a move to West Baltimore, a subsequent move to Port Covington and a complete pivot during the Covid-19 pandemic.

create prosperity for **all** entrepreneurs.

# OUR ACCELERATOR IMPACT

The first cohort had 4 participants. Since then, the CVL Accelerator Program has completed 9 cohorts, evaluated more than 750 applications, and accepted 191 founders.

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# SELECTION

Using the model established by the Conscious Venture Lab, the Novella Center for Entrepreneurship (NCE) selects participants from an applicants pool based on several factors, including growth potential, social impact and scalability. Once selected, cohort members complete a 12-week training and mentoring program that covers personal leadership, stakeholder theory, business development and preparation for investment presentations.

building a more just, joyous, **equitable**, sustainable, and profitable society.

# MEETING SOCIETAL NEEDS

NCE is meeting the needs of society by mentoring and supporting diverse founders others have overlooked and neglected to help create successful businesses and pathways to generational wealth, leading to a more just, joyous, equitable, sustainable and profitable society for all.



# BUILDING A BETTER FUTURE

Unlike any time in our history, society has begun to rethink the purpose and practice of business by making decisions about who we want to work for, partner with, buy from, allow into our communities and even invest in, based on whether we believe an organization to be an instrument of healing and societal value, in addition to one that generates financial returns. With our focus on Stakeholder Theory and Conscious Capitalism™, the NCE sits at the epicenter of this emerging narrative about the future relationship between business and society.

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