

# **Scale DSM Business Accelerator Program Handbook**



## **Introduction**

The Scale DSM Business Accelerator is produced by the Greater Des Moines Partnership. Numerous community partners, local agencies and businesses contribute to the success of Scale DSM and other Greater Des Moines Partnership initiatives. Administrative policies and procedures, participant rules and overall participant expectations are an important component of success and development of all Greater Des Moines Partnership events and programs.

This document states the policies and expectations for participating in Greater Des Moines Partnership Scale DSM Business Accelerator program and events. Participants are expected to conduct themselves and their business in a manner that is respectful toward all staff, participants, instructors and the community. Failure to do so may result in removal from the program.

## Scale DSM Business Accelerator Contact Information

Mailing Address:

Greater Des Moines Partnership  
Attention: Scale DSM Business Accelerator  
700 Locust Street, Suite 100  
Des Moines, IA 50309

Program Manager	Instructor
If you have questions related to program dates, location, application, program requirement or other related questions, please contact Emily McLain.	If you have questions related to curriculum, homework, peer mentor group or other related questions, please contact Ryan Bhattacharyya.
<b>Regional Affiliate &amp; Member Support Manager</b> Emily McLain 515-286-4904 <a href="mailto:emclain@DSMpartnership.com">emclain@DSMpartnership.com</a>	<b>Instructor</b> Ryan Bhattacharyya <a href="mailto:rb1@iastate.edu">rb1@iastate.edu</a>
<b>Attendance is required.</b> If you are unable to attend a session, please contact both the Program Manager and Instructor as soon as possible to make up the content session. Continued absences may result in removal from the program (see <i>completion requirements</i> ).	

## Scale DSM Business Accelerator Overview

The Scale DSM Business Accelerator was started in 2022 to serve Greater Des Moines businesses.

The Scale DSM Business Accelerator program helps businesses gain knowledge and management know-how to scale their business through case-based learning, practical strategies and peer learning.

Participants will work through five modules, covering essential topics such as cash flow and financial projecting, marketing, customer identification and sales, market research and more. Learn about the program curriculum modules below.

## Scale DSM Business Accelerator Modules

The Scale DSM Program will lead participants through a series of five modules designed to challenge participants to think honestly and critically about the state of their business, develop a deeper understanding of challenges and opportunities and build a growth plan to scale their business over the next three years.

### **Module 1: Business & Strategic Assessment**

Participants will identify opportunities and challenges and set strategic goals needed to grow their business over the next three years. Participants will evaluate their own leadership styles and the cohort will form CEO Mentoring Groups with whom they will collaborate with throughout the program and beyond.

### **Module 2: Finance, Cash Flow and the Bottom Line**

Participants will learn about key financial statements and how each relate to one another. Participants will use key metrics to develop individual financial dashboards. This module will prepare participants to accurately communicate current and future financial aspirations and prepare participants to gauge the financial health of their businesses and make effective decisions.

### **Module 3: Marketing and Sales**

Participants will work to identify which products and customers will be the most profitable and evaluate the growth potential within the market. Participants will work through understanding their customers, market and how to improve their sales strategies.

### **Module 4: Talent and Capital Growth Resources**

Participants will identify resources needed in order to scale their businesses. Participants will learn how to identify and secure key talent, as well as how to secure private and public capital, and others capital resources.

### **Module 5: Growth Plan and Final Evaluation**

In the final module, participants will create and deliver their custom and comprehensive growth plans to a panel of business experts and their peers.

### **Program Dates**

The Scale DSM program requires active participation from program participants.

**Attendance of in-person classes is required.** Participants can have no more than 2 excused absences. If you are unable to attend a session, please contact both the Program Manager and Instructor in advance of the session. Participants will be required to complete the missed session curriculum and materials ahead of the next session.

The 2026 program dates are listed below:

<b>Date</b>	<b>Day of the Week</b>	<b>Time</b>	<b>Location</b>
6/23/2026	Tuesday	8 a.m. – Noon	West 48 Conference Center
7/7/2026	Tuesday	8:30 – Noon	West 48 Conference Center
7/21/2026	Tuesday	8:30 – Noon	West 48 Conference Center
8/6/2026	<b>Thursday</b>	8:30 – Noon	West 48 Conference Center
8/18/2026	Tuesday	8:30 – Noon	West 48 Conference Center
9/1/2026	Tuesday	8:30 – Noon	West 48 Conference Center
9/15/2026	Tuesday	8:30 – Noon	West 48 Conference Center
10/13/2026	Tuesday	8:30 – Noon	R&R Building
10/27/2026	Tuesday	8:30 – Noon	West 48 Conference Center
11/10/2026	Tuesday	8:30 – Noon	R&R Building
11/24/2026	Tuesday	8:30 – Noon	West 48 Conference Center
12/8/2026	Tuesday	8:30 – Noon	R&R Building
<b>Graduation</b>			
12/15/2026	Tuesday	11:30 a.m. – 1 p.m.	Greater Des Moines Partnership

### **Scale DSM Business Accelerator Program Requirements**

Applicants will be evaluated based on the following criteria and an applicant interview.

Below is the Scale DSM Program criteria that applicants must meet to participate:

- Be the owner or CEO of the business which they are applying for;
- Have been in operation for 2 or more years;
- Have \$150,000 - \$4 million in annual revenue; and
- Have at least 1 full-time employee (FTE) besides the owner.

Applications are reviewed by an admissions panel. Participants admitted to the program are approved on a case-by-case basis.

### **Scale DSM Business Accelerator Completion Requirements**

To receive a certificate of completion, participants must:

- Complete all curriculum modules;
- Miss no more than 2 sessions; and
- Present final growth plan in class (final growth plan presentations will be held the last two sessions of class).

Those to complete the Scale DSM Business Accelerator will be invited to attend the graduation ceremony on December 15, 2026.

**Acknowledgement of Scale DSM Accelerator Handbook:**

By signing this handbook, the signee acknowledges that violations of the policies contained in the handbook could result in removal from the Scale DSM Business Accelerator program.

**PARTICIPANT**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_