



Unreasonable Lab VA Communications Toolkit

Introduction

Lovers of social good and the entrepreneurial spirit: we need your help! We're excited to be hosting the first ever Unreasonable Lab in Virginia! [Unreasonable Lab Virginia](#) is a 7-day Business Model Validation Lab and accelerator for early/idea-stage startups. This program is for East Coast-based entrepreneurs that are tackling social and environmental problems. It is designed to help these entrepreneurs rapidly identify and validate the foundational assumptions of their business.

Scratching your head? Check out this video: <https://vimeo.com/153194540#at=58>

What the heck is a communications toolkit?

Simply asking you to help us spread the word about the event is not enough. We want to HELP you spread the word. That's why we've put together this toolkit with everything you need to know.

Social Media Accounts

Twitter: @UnreasonableVA

Hashtag: #UnreasonableVA

Website: <http://unreasonableinstitute.org/accelerator/virginia-2016/>

Facebook: <https://www.facebook.com/UnreasonableVA>

Ways to spread the word

1. Send some tweets from now until the day of the event. The Twitter stream moves quickly so don't just send one. Keep sending them! The easiest way to do that? RT us or copy/paste what we've written below.
2. Talk about it on Facebook, share our posts, invite people to like our page.
3. Include us in your email newsletter if you have one.
4. Post about it on LinkedIn or any other social media channel you use.
5. Encourage the social entrepreneurs in your life to sign-up.



Tweet Tweet!

- Accelerate your #socent venture in 7-days at @unreasonableVA, apply by 8/22.
<http://unreasonableinstitute.org/accelerator/virginia-2016/>
- Idea-stage entrepreneur? Validate your business model at @unreasonableVA. Apply by 8/22
<http://unreasonableinstitute.org/accelerator/virginia-2016/>
- 10 ventures, 15 mentors, 7 days, 1 mission: accelerate #socent in #RVA. Apply by 8/22
<http://unreasonableinstitute.org/accelerator/virginia-2016/>

Sample Facebook/LinkedIn Posts

Are you an early-stage impact entrepreneur? Attend Unreasonable Lab Virginia on September 15-22. 10 ventures, 15 mentors, 7 days, 1 mission. Accelerate your venture by helping you to validate your business model/ prepare to take on investment. Applications close August 22nd.

<http://unreasonableinstitute.org/accelerator/virginia-2016/>

Get involved in Virginia's first Unreasonable Lab, a 7-day accelerator for local social entrepreneurs. We are looking for mentors/entrepreneurs/partners/corporations. Learn more here and spread the word! <http://unreasonableinstitute.org/accelerator/virginia-2016/>

Sample Email

Invite Entrepreneurs to the Lab

Dear [NAME],

[Unreasonable Lab VA](#) reached out to me and asked for the name of the most unreasonable entrepreneur I know, and you were my top pick!

What's an Unreasonable Lab?

An Unreasonable Lab is a 7-day accelerator for early-/idea-stage entrepreneurs seeking to address our community's most pressing issues using the tools of business and entrepreneurship. During those 7 days, high-potential entrepreneurs (like yourself) will come together with world-class mentors to validate their business models, talk to customers, and get guidance to scale their impact.

Why should you apply to the Lab?

The Business Model Validation Lab is designed to do one thing: provide early/idea-stage entrepreneurs with a step-by-step methodology to rapidly and systematically validate their venture's business model.

The Lab will help entrepreneurs to:

1. Understand what their job description is as an early-stage entrepreneur
2. Identify the foundational assumptions that underpin the venture



3. Design and run experiments to validate or invalidate those foundational assumptions through customer discovery, rapid prototyping, engaging with world-class mentors, and building out a basic budget and financial model!

Next steps?

Applications for the Lab are now open! [Click here to apply](#) or check out [their website](#) for more info. Feel free to reach out to the team directly with questions.

Thank you for taking the time to read this.

Warmly,

[INSERT your name]

Newsletter Copy

Applications are open for the first ever Unreasonable Lab Virginia! This Virginia Business Model Validation Lab is a 7-day accelerator for early/idea-stage, East Coast-based entrepreneurs that are tackling social and environmental problems. Over four full and two half days, it is designed to do one thing: **provide entrepreneurs with a step-by-step methodology to rapidly and systematically validate their venture's business model.** Find out more on their website: [Unreasonable Lab VA](#).

[to be accompanied with logo]