

Everything You Need to Know About Amplify.la

Updated on: 12/29/2011

What is Amplify.la

Amplify.LA is a hands-on startup accelerator and multi-faceted entrepreneurial campus in Los Angeles.

What We Do

We amplify startups by providing seed funding, access to additional capital and guidance from highly engaged mentors and advisors who have a unique connection to media and entertainment.

How We Do It

With an unmatched team of investors, mentors and executive, Amplify.la delivers a unique value proposition previously inaccessible to entrepreneurs. We are committed to developing a community of like minded professionals and fostering innovation through organized mentorship, quality events and vital education. Our 10,000 SQF campus in Venice is at the heart of the startup movement in Southern California and will be home to hundreds of startups, innovators and entrepreneurs for years to come.

Amplify.la in Four Bullet Points

1. Startup accelerator and entrepreneurial campus in LA
2. Unmatched team of investors, mentors and executive management
3. Strong connection to media and entertainment
4. Build community through co-working, events and education

The Accelerator Program

Our accelerator program is four months of intense collaboration designed to help entrepreneurs amplify their business far beyond where it is today. We provide up to \$50,000 in seed funding, free workspace at our Venice campus and hands-on mentorship from our team. Our companies also benefit from a variety of free or highly discounted services including hosting, legal, banking and more. Entrepreneurs should know that we get very intimately involved in our companies and they should expect to receive significant value from their participation.

Program Specifics

1. 4 month program
2. 3 “classes” per year, with rolling curriculum (we accept companies at any time)
3. \$40K for 1 founder, \$45K for 2 founders, \$50K for 3 or more
4. 8% stake in the company
5. Free workspace and services (legal, hr, recruiting, hosting, banking, etc.)
6. Extremely pragmatic curriculum (focus on topics relevant to each startup)
7. Highly organized mentor program (weekly mentor workshops and regular meetings)
8. Free access to all events, classes, workshop and education
9. Interact with investment community throughout the program

What We’re Looking For

We invest in entrepreneurs more than ideas. We believe that passionate founders, who work hard and are receptive to guidance, will be successful.

To apply, please visit <http://app.amplify.la>

Who Involved with Amplify.la

Management, Mentors & Advisors		Investors	
Paul Bricault	Joey Tamer	Accel Partners	Vivi Nivo
Richard Wolpert	Jordan Posell	Tomorrow Ventures	Todd Morely
Jeff Solomon	Josh Berman	Rustic Canyon	Scott Seigler
Oded Noy	Josh Resnick	Greycroft	Dennis Miller
David Carter	Joseph Varet	Gordon Crawford	Alan Mnuchin
Brian Norgard	Kelly Perdeu	Tim Draper	Michael Lewis
Courtney Holt	Kevin Donahue	Coke	Mark Surfas
Dan Gould	Liz Heller	AOL	BV Capital
Dana Settle	Marc Ruxin	Jarl Mohn	Allison
Darren Rush	Mark Surfas	Mark Burnett	Pescosolido/Winthorpe
David Baron	Matt Gray	Brian Grazer	Rick Barry
David Waxman	Nancy Tellum	Robert Jadon	Jeff Kearl
Diego Berdakin	Nate Redmond	Rob Glaser	Jan Beuttner
Dustin Rosen	Paige Craig	Paige Craig	Siemer
Emrah Kovacoglu	Rick Barry	Diego Berdakin	Donald Rosen
Evan Rifkin	Robert Jadon	Barry Porter	Richard Wolpert
Fred Kruger	Russ Pillas	Jim Wiatt	David Carter
Hamet Watt	Ryan Scott		Paul Bricault
Ian Swanson	Tom Andrus		
Jack Jennedy	Tom McInerney		
Jarl Mohn	Tom Ngo		
Jason Nazar	Tyler Goldman		
Jason Rapp	Vince Thompson		
Jeff Lapin	Yair Landau		
Jennifer Reuting	Yarone Goren		
Jim Davis			
Jim Wiatt			

What's the Diff?

1. Our physical space is a community, not just a room with desks
2. Our mentor program is highly organized and pragmatic
3. Our management team work "in" the companies
4. We are tightly connected to media and entertainment in Los Angeles
5. Our investor network is extraordinary in LA and far beyond