

# ACCELER8

A PUBLICATION BY STARTUP ALPHA



## INSIDE THE ISSUE

### WELCOME TO STARTUP ALPHA

We empower visionaries to launch meaningful brands and are innovating new ways to help entrepreneurs raise capital for their startups. [MORE ON PAGE 3](#)

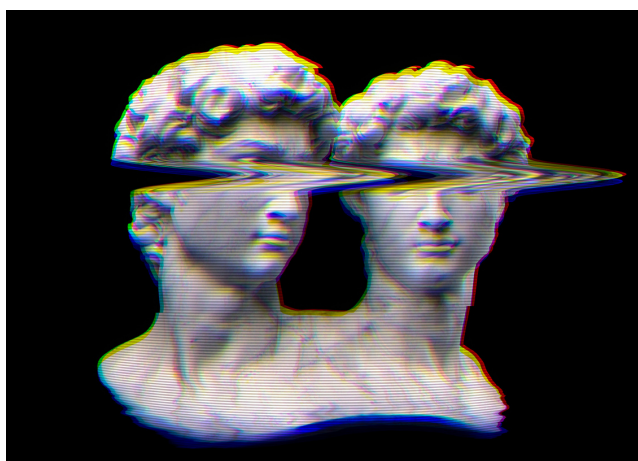
### TECHNOLOGY ACCELERATOR

An organization created by experienced tech entrepreneurs to help early-stage tech companies develop and take their product to market.

### KNOWLEDGE & RESOURCES

Our knowledge center provides resources to our community designed to help people remotely share information and value.

[SCHEDULE A VIRTUAL COFFEE](#)



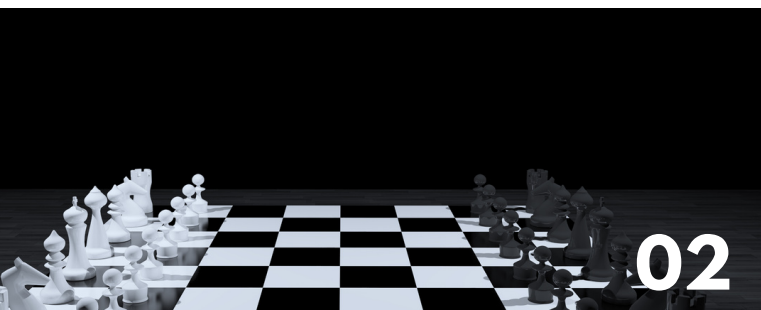
## FEATURE ARTICLE THE POWER OF SELF-PERCEPTION

Self-Improvement Series by Matt Hoffman

The reality people perceive can not be interpreted as a direct reflection of the outside objective world. Matt provides a deep dive into misconceptions about our perception of reality and fear of change. [PAGE 4](#)



# TABLE OF CONTENTS



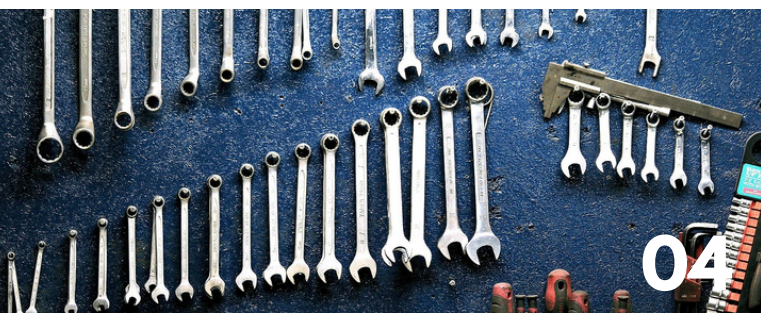
## WHO WE ARE

*Get to know Startup Alpha, our vision, the team, and the value behind the brand.*



## THE POWER OF SELF PERCEPTION

*Get to know Startup Alpha, our vision, the team, and the value behind the brand.*



## UPCOMING NEWS & STARTUP TOOLS

*Get a preview into this months articles and some notable tools of the trade.*



## NOTEWORTHY

*A recap of interesting, significant, or unusual news shared with our community.*



## LAUNCH PAD

*Exclusive announcements regarding our startup portfolio, technology, and services.*

# STARTUP

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## WHO WE ARE



### NEW IDEAS LAUNCH HERE - START YOUR STORY

Startup Alpha is an entrepreneur-led technology accelerator for big vision founders seeking to disrupt the status quo. Our team is hyper-focused on the value creation processes and the mechanics that drive organic growth. We achieve this by partnering with entrepreneurs operationally, financially, and strategically to accelerate objective execution. To help foster scalability post-launch, we provide an ecosystem of tech-enabled services so the startups we partner with can continue to grow in a capital-efficient manner.

We have 30+ years' experience transforming operations, technology, and investments at foundational companies. Collectively we have founded 12+ companies with multiple successful exits totaling \$41M. This is experience that influences how code gets written, how strong teams are assembled, and how significant problems are solved. We are curious people. We're looking visionaries we can help launch meaningful brands.

**DFW****LOS ANGELES****SEATTLE**

### WE NOW HAVE 3 LOCATIONS TO SERVE OUR COMMUNITY

*Our value creation process supports entrepreneurs in achieving their objectives. We work closely with the entrepreneurs we back, not only to raise capital but to drive the process towards success. We take an active role on portfolio company boards of directors and work closely with entrepreneurs on operational, leadership, strategic and financial issues.*

Visit our blog to access free-content on business, technology, social awareness, and self-improvement at [startupalpha.com/blog](https://startupalpha.com/blog)



## SELF-IMPROVEMENT

# THE POWER OF SELF PERCEPTION

Matt Hoffman deep dives misconceptions about our perception of reality and fear of change.



## WE DO NOT SEE THINGS AS THEY ARE, WE SEE THEM AS WE ARE.

Let's start with something new. A new year's resolution, a new process, maybe a new business; some form of failure is inevitable. Starting something, regardless of failure however, is the true path to progress and all meaningful change. You can't let fear of failure decide your future. You must believe in yourself above all else if you are going to overcome any obstacles in pursuit of your personal ambitions.

Life is hard and unforgiving. Especially this past year. It takes personal discipline and an intrinsic drive to persevere day in and day out, but so many people struggle with consistency. Making a change to your reality starts with you. It starts with self-confidence (not lack thereof). If we cannot let go of notions that we are inferior or incapable (whether internally or externally manifested) then we'll fall short of our true potential. We will entrench ourselves in a self-imposed prison.

Continued on page 5

## IN BRIEF

- *The reality people perceive can not be interpreted as a direct reflection of the outside objective world.*
- *The more likely reality of self perception is a byproduct of the brain's predictive mapping, which interprets the causes of incoming sensory signals.*
- *Our version of truth, a property of perception, attaches to our interpretations of reality and operates as a guide, directing our behaviors to respond accordingly to the sources of these sensory signals.*
- *As a result, the negative responses we allow to manifest more prevalently can often take control, eventually becoming our default behavior. If we can recognize our interpretations might not be reality, we can isolate limiting and negative behaviors once we realize false perceptions are in fact self-inflicted.*



## THE AUTHOR

Over the last decade Matt Hoffman has co-founded multiple startups; 3 of which resulted in successful exits. He has a unique ability to interface with investors, c-suite executives, entrepreneurs, and high output cross-functional professionals to achieve success.

[CONNECT ON LINKEDIN](#)

## THE POWER OF PERCEPTION

CONTINUED FROM PAGE 4

This self-imposed prison is called your mindset, or as I prefer to call it "the comfort zone." Too much time spent here (or in any state) slowly evolves into new routines. Routine and reality go hand in hand. The current moment, the present, is the only moment that's really within our control. Not necessarily with what happens to us, but with attitude in how we respond. It's an opportunity for valuing our own ability to put our imagination and mindset in check. Humans are the only species on the planet that seldom live in the present and spend most of their realities thinking about the past or the future. It's in the present moment where we have the most control. An opportunity to self-reflect into the deepest driving motivations that cause us to retreat or push forward.

## THE IMPACT OF SOCIAL INFLUENCE

Sometimes in our most comforting circles, such as family and friends, we can subconsciously default to inferior past versions of ourselves. What do I mean? Take reuniting with friends from college and the undercurrent of binge partying that drives a misplaced sense of how to reconnect. Take the holidays and unresolved disputes amongst family which dampens rational thinking and the ability to connect on a deeper level. When we surround ourselves within the comforting routine of old relationships, we can find our minds trapped in past-present moments that still harbor feelings of negativity, immaturity, grudges and anything else that is antithetical to higher levels of consciousness. We are after all, social beings who tend to become a combination of the 5 people we spend the most time with. To better shape our future, we must be selective and protective of our present social influence. The real power for change requires mindfulness in the present, but human nature is imperfect, and the repetitive comforts of routine can

lead us to look for empowerment to change in all the wrong places. Why?

## BEYOND THE METAPHYSICAL

Technology is driving a rising need for instant gratification and affirmation from world around us. As the speed of information accelerates through social platforms and digital mediums, it becomes easy to get stuck in a perpetual gratification loops. This false sense of reality can lead us to "shouldering" huge responsibilities and mounting demands. This rising perception of what our reality should be and the demands that come with it, are often self-imposed. This is where self-confidence and recognition of self-value is critical. It's important we love ourselves first, focusing on delivering our own value and meeting our own expectations. Focus on building your value within, the vanity of external pressures should be immediately rejected. From this position you can isolate your own negative thinking. You can see it's not fear of change or risk you're afraid of, it is the fear of the unknown accountability that comes with change. Anxieties of failing in a situation that's publicized are more often than not just internal conjecture. Deep down, significant change comes with risk and is easier with a support system. People who truly care about you won't mind if you change and those who mind don't matter.

## AVOIDING HESITATION

The hesitation to start something new is natural. Keep in mind, what we are within attracts more of the same from the universe around us. We truly control our ability to accelerate action. When this mental transition becomes habit, personal mastery and superior consciousness is achieved. We alone control the power of our own cognition. Slipping into comfort zones and existing in the lower levels of consciousness will happen periodically, but we can't let it become permanent. A commitment to self-improvement is a lifestyle change. It's a call-to-action for you to become the best version of your self whenever possible.

When bad habits perpetuate, people wake up one day to find they have become the feelings and emotions that chain them to the reality they have spent so much effort trying to avoid.

## THE UNIVERSE AROUND US WILL ALWAYS REBALANCE

Whether our vibe each day is positive or negative, the energy we put out consistently will eventually come back to us. This is where the phrase "what you give today creates what you get tomorrow" comes from. This is the magic formula. Remember that we are the company we keep, in our own minds and with those around us. If you've read this far then let me share my own personal call to action with you, "take responsibility daily, for everything you know, everything you think, everything you do, and everything you say. The more responsibility you take for yourself, the more of your life you'll take responsibility for." This is how personal growth happens. In the stretched recesses of our own un-comfort zones. In time, you'll find small incremental improvements will lead to an exponentially better version of you.

Whatever your pursuits may be, remember success is truly the journey, not the destination. Imagination is the key to empowering a positive mindset, the magic wand that controls your attitude in response to circumstance. Under this pretense, you now control your own reality. It starts with believing in yourself and removing that which prevents you from achieving personal goals and aspirations (internal or external). In a world where everyone is fighting for attention and control, you must ask yourself; would you rather stay comfortable and stay the same, or stretch yourself, achieve what you never thought possible, and pursue living the best life possible? The decision is yours. Start now.

DO SOMETHING YOUR TOMORROW  
SELF WILL THANK YOU FOR.

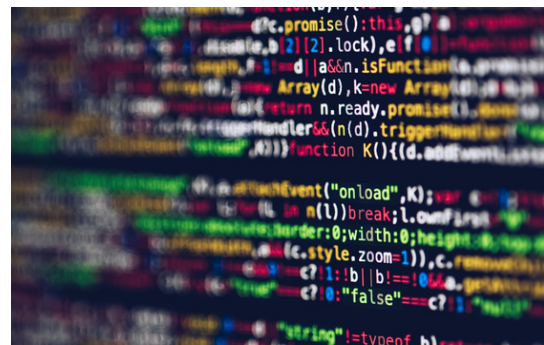
## UPCOMING ARTICLES

## TECHNICAL DEBT AND THE RACE TO MVP

Matt Willis discusses the challenges of building a product quickly without painting the team into deep technical debt. What is an MVP?

Should one build for scale or for a proof of concept? Understanding engineering challenges. And other topics.

DECEMBER 9, 2020 AT THE STARTUP ALPHA BLOG



## STORIES TOLD BY WOMEN DRIVING THE INNOVATION OF TOMORROW

Women in technology is a widely used topic, and one that will continue to evolve just like the technology we love to build. Join Hannah Zarley in a conversation with 5 different women, with different backgrounds discussing how they defined their own path towards success in their careers and some tricks of the trade. Help shape the future of the technology industry and to make a difference for the generations to come.

DECEMBER 16, 2020 AT THE STARTUP ALPHA BLOG

## VIDEO GAMING IS THE FUTURE OF ENTERTAINMENT

The pandemic has caused online video gaming growth to skyrocket. Today the gaming ecosystem has more than 450 million enthusiasts and viewers collectively which is more than the NFL Super Bowl and NCAA Final Four combined.

DECEMBER 23, 2020 AT THE STARTUP ALPHA BLOG



### webflow

Webflow is more than a WYSIWYG web publication tool built with powerful CMS tools, shared resources (such as navigation or footers), complex animation tools and much more. Get a site, blog and store up in just days.

### monday.com

Monday.com is a Work Operating System that powers teams to run projects and workflows with confidence. It's a simple, but intuitive, Work OS for teams to shape workflows, adjust to shifting needs, create transparency, and more

### slack

Slack is an amazing way to increase team collaboration, eliminate lengthy email threads, keep information organized and available to the team as well as give a remote team feel like they are in an office space together.





# NOTEWORTHY

**NEW WEBSITE LAUNCHED  
AT STARTUPALPHA.COM**

**MEET TIM MUSA  
OUR FIRST APPRENTICEE**

# 6

## NEW STARTUPS

Went under contract for our  
accelerator program during 2020

# \$272K

## INVESTED

Total capital investment into our  
portfolio partners in 2020



# LAUNCH PAD

OFFICIAL ANNOUNCEMENT



WELCOME TO

# STARTUP

MARKETING



**BRANDING ♦ DESIGN ♦ MARKETING**

*We are a team of expert brand strategy and marketing entrepreneurs who created a full-service agency to support our own brands. We have grown almost entirely on customer referrals and will use the same techniques and technology to support your brand as we do our own.*



# STARTUP

