



FOR IMMEDIATE RELEASE:

NewBoCo's Iowa Startup Accelerator Will Relaunch This Fall

Level Up: Iowa Founders Get New Tools For Branding, Marketing and Sales Success

Cedar Rapids, Iowa — After a two-year hiatus, the Iowa Startup Accelerator is officially returning this fall with a renewed focus on helping Iowa-based startups sharpen their branding, marketing, and sales strategies. Applications for the seven-week program—set to begin in September—are now open and will be accepted through **August 15**. The Iowa Startup Accelerator is accepting applications for the fall cohort, after a brief pause of the program in 2022. The program has a renewed focus on helping Iowa-based startups sharpen their branding, marketing, and sales strategies. Applications will be accepted through August 15, 2025.

"We're excited to relaunch the Iowa Startup Accelerator after a two-year absence," said Alex Taylor, Director of Entrepreneurship for NewBoCo. "Once customer discovery is complete, and product/market fit is established, this program is designed to help founders exponentially grow their revenues and build their sales strategies for long-term success," continued Taylor.

The program is designed for Iowa-based startups that are ready to scale. Qualified applicants must have already completed customer discovery, established product/market fit with either demonstrated sales or have viable prototypes ready to secure Letters of Intent or Memorandums of Understanding for future sales.

Structured to accommodate busy founders, the Iowa Startup Accelerator will include:

- An in-person orientation in Cedar Rapids on September 26, 2025.
- Five weekly virtual sessions, held Thursdays from 5:30 to 9:00 p.m.
- A final in-person Demo Day on November 7, 2025, where participants will pitch to an audience of entrepreneurs, mentors, and potential investors.

"This startup accelerator will fill a missing gap in our entrepreneurial ecosystem for startups who've moved beyond incubation and customer discovery, but don't have enough sales traction to qualify for most funding opportunities or advanced accelerator programs." said Eric Engelmann, General Partner at ISA Ventures.

To learn more or apply for the Iowa Startup Accelerator, visit:

<https://newbo.co/entrepreneurship/iowa-startup-accelerator/>.

About NewBoCo

The New Bohemian Innovation Collaborative, Inc. (NewBoCo) is a nonprofit organization headquartered in the New Bohemia neighborhood of Cedar Rapids, Iowa. NewBoCo's programming supports entrepreneurship and tech education to help Iowans become more resilient and thrive in a changing economy.



Media Contact:

Carly Harper

Director of Development

carly@new.co

(515)729-3799

