

Open role: Friends & Family Coach

WHO WE ARE

[Slauson & Co.](#) is a pre-seed and seed-stage venture capital firm supporting the next generation of entrepreneurs across the country. Our mission is to democratize access to entrepreneurship by bridging the gap between untapped founders – historically overlooked by the traditional venture ecosystem – and the right capital and resources required to create sustainability, equity, & economic inclusion.

Our team believes economic inclusion can be the foundation for strong investment performance. Each partner and advisor has committed capital (financial and social) to improve outcomes in our communities while building and maintaining successful, category-defining businesses.

We have a committed investor base of some of the most respected corporations, foundations, creatives, and tech entrepreneurs across the country. Learn more about our story [here](#), in [WSJ](#), and in [Forbes](#).

ABOUT FRIENDS & FAMILY

[Friends & Family](#) is an accelerator that extends Slauson & Co.'s mission of promoting economic inclusion. We believe that innovation exists everywhere and that your lived experience is your competitive advantage.

By providing catalytic capital, connection to industry experts, and community, we become your friends and family. Through our 6 month program, we will support the next generation of category-defining companies in solving real problems. We're selecting 10 U.S. companies to receive a \$300,000 investment for 6% equity. Founders will receive hands-on operational support to advance their business and learn from amazing mentors and speakers. Past programs featured renowned figures such as Jeff Wilke, Jonathan Mildenhall, will.i.am, and Stacy Brown-Philpot. Companies will have access to a supportive peer cohort of founders, and ongoing support and community access post-program.

ABOUT THE ROLE

The role of a Friends & Family Coach is to mentor early-stage founders, contribute to session development and facilitation, and provide overall support during our 6 month Friends & Family accelerator. This part-time contract role requires about 5-10 hours a week throughout the 6 month program. Compensation is \$100/hr.

DUTIES AND RESPONSIBILITIES

- Draw on subject matter expertise to help support weekly program sessions.
- Allot time for weekly office hours to be available to meet 1:1 with founders.
- Work closely with an assigned group of 2-3 companies to gauge progress, areas of support, and provide overall guidance.
- As needed, help prepare and facilitate talks, workshops and group activities.
- Actively participate in group discussions and 1:1 feedback sessions.

WHAT WE'RE LOOKING FOR

- Experienced Operators: at least 5-7 years recent experience in a senior-level role or early hire within a high growth startup, tech company, VC firm or accelerator.
- Entrepreneurs: at least 3-5 years as a Founder/CEO, with experience raising outside capital and/or an exit.
- Collaborative and team-oriented, with a strong interest in supporting an inclusive community of entrepreneurs.
- Comprehensive understanding of early-stage entrepreneurship. Familiarity with our core topics: problem/solution fit, value proposition, product-market fit, pivoting, lean startup methodology, key performance indicators, OKRs, and GTM strategy.
- Previous experience with hands on mentoring, advising and providing constructively meaningful feedback to startup founders.
- Ability to succeed in an entrepreneurial environment and employ entrepreneurial techniques to product development, go-to-market strategy and communications.
- Open to providing similar support to the Slauson & Co portfolio on an as-needed basis.
- Comfortable working in a virtual/remote environment.

TIME COMMITMENT

The typical weekly time commitment will range from 5-10 hrs, with program sessions being held Tuesdays & Thursdays 10am-11:30am PST (virtually via zoom) from mid-March to August 2025 (with 2 week breaks for company focused sprints every 4 weeks) and a weekly coaches meeting (TBD). You will not be required to attend all program sessions, but will be asked to lead/facilitate

1-2 of the sessions and join others as relevant. Your primary focus will be to meet weekly with/directly advise 2-3 startups throughout the duration of the program and we also ask that you set aside a few hours for 1:1 office hours with companies that can be scheduled around your availability.

APPLICATION PROCESS

Please submit your application [HERE](#) by **Feb 5th, 11:59 pm PST** for consideration. We will review submissions on a rolling basis.