

2026 Fireweed Venture Accelerator FAQ's



WHO SHOULD APPLY?

- You are Indigenous (First Nations, Métis, or Inuit) and lead or co-lead a business within Canada.
- Your business is beyond the idea stage; you've either launched or are actively preparing to.
- You're committed to growing your business in a way that serves your vision and possibly your community.
- You can commit to consistent participation, including attending weekly virtual learning sessions, and be available to come to week-long in-person gatherings.
- You're curious, coachable, and open to new approaches.
- You're looking for community, mentorship, and real-world tools to grow

WHAT DO WE MEAN BY 'SCALABLE'? Scalable ventures are businesses structured:

- To grow beyond the founder
- To expand into new markets, geographies, or customer bases.
- To be capable of absorbing outside capital
- To leverage efficient systems to increase revenues and impact

In the Fireweed context, scalability also means:

- Growth with Integrity: Expansion that honours Indigenous values, relationships, and responsibilities to land and community.
- Shared Prosperity: Creating wealth and opportunity that circulates beyond the founder, benefiting employees, kin, and communities.
- Ecosystem Contribution: Strengthening Indigenous entrepreneurship by opening pathways, resources, and networks for others.

Fireweed's accelerator focuses on supporting founders whose ventures are ready to grow in ways that are profitable, sustainable, and culturally aligned.

Below are some ways scaling can look:

- Hiring a team
- Expanding to new locations
- Increasing sales through digital tools or e-commerce
- Creating systems that allow you to serve more people efficiently
- Accessing funding to increase capacity

You don't need to be scaling yet, but you should be thinking about it.

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FAQ's continued



What if I'm building a lifestyle business?

A lifestyle business is one designed to support your personal or family life, often staying small or local by design. This program welcomes lifestyle entrepreneurs if you're committed to growth, stability, and clarity of purpose – and want to improve your systems, leadership, or income generation. We'll help you clarify your business goals, whether they involve growing your impact, increasing revenue, or just finding more time for yourself.

What if I have barriers to participation (e.g., childcare, internet, transportation)?

We understand the real-life responsibilities and challenges Indigenous entrepreneurs face. Our team will work with you to find solutions – whether that means extra flexibility, support stipends, or access to services. Let us know what you need.

Is there a cost?

The program is fully funded. We cover your travel, accommodations, and meals for in-person gatherings. We also cover all coaching and mentorship fees, and there is no tuition. The true cost from you would be the commitment of time, energy, and momentum as a cohort if selected.

What will I leave with?

- A sharper, scalable business model
- A clear plan for growth
- Potential to meet investors and prepped with investment readiness
- A strong entrepreneurial network
- Confidence, tools, and mentorship
- A deeper connection to business with your inherent Indigenous values

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FAQ's continued



Is this virtual, in-person, or hybrid?

This program is a hybrid of in person and virtual learning environment. Every season we will be meeting for about a week for our in person gathering, in locations throughout Canada, while our weekly online learning sessions will be the virtual classroom.

What tech or tools do I need to participate in the Accelerator?

A strong internet connection, a reliable desktop/laptop/tablet that has an ability to have (or built in) a microphone and camera for video calls, and up to date, ready use any of the software we will be using such as Slack or Zoom.

Still need help? Don't worry, if you do not have access to the tech needed, let us know in your application, and we can help you find solutions.

I may need support/ help/assistance or have more questions?

We want you to feel supported every step of the way possible before, during, and after the program. To help you get to know us and determine if this is the right path for you, we'll be offering live virtual Q&A sessions prior to the program start. These sessions are a chance to connect, ask questions, and explore whether this accelerator is the right fit, or if there might be other offerings through The Fireweed Institute that better support your journey.

Contact us to receive info session registration and log-in details:

<https://thefireweedinstitute.com/contact-us/>

Contact information

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