



# NFC Near Field Communication Accelerator Announces 2015 Program Schedule

*AccelerateNFC™ Mentor program is now accepting applications for its 2015 class*

DALLAS, TEXAS, USA, July 15, 2014 /EINPresswire.com/ -- OTA Ventures announced its [AccelerateNFC™](#) seed accelerator class schedule for the 2015 program, in Dallas, Texas today. AccelerateNFC is designed to nurture, mentor, advise and help fund NFC-based start-up companies to increase application development and enable businesses to drive the growth and adoption of near field communication (NFC).

The application process is open and with the first round of candidate reviews scheduled for September 2014. Additional candidate vetting will happen in October, with finalist interviews conducted in November 2014. Finalists will be announced in December.

Applicants will be chosen based on the following criteria:

- A fully developed product or concept
- Innovation and differentiation from competition
- Financial integrity and scalability
- Good margins/opportunity for high margins
- Founders and executive team who are positive, passionate, teachable, driven, committed and possess a "whatever it takes" attitude
- Willingness to make a positive contribution to the local community

According to AccelerateNFC's founder and CEO Robert P. Sabella, interesting applications for the use of NFC are appearing almost daily. "As much as mobile payments may be a key application for NFC, the real drivers in the short-term will be non-payment applications," he said. "It is for this reason we knew it was time for us to create a place where NFC start-ups can come, create and get the mentorship and support they need."

Selected candidates will benefit from a cash infusion of \$5000 per founding member, up to \$20,000. They will also gain one-on-one mentoring from leaders in the industry, serial entrepreneurs, executives and investors; access to a funding forum; personalized referrals to critical resources by NFC mentors; access to service providers, and more. For more information about the program, visit [www.AccelerateNFC.com](http://www.AccelerateNFC.com). The application can be found at <http://www.acceleratenfc.com/application-form/>.

The AccelerateNFC program includes intense training on entrepreneur goals, product development and market sizing, research and development, channel strategies and sales, marketing, and operational requirements for running a successful business. In addition, participants learn the key strategies for building investor confidence. Beginning in January 2015, participants will begin a 12-week, intensive program that delivers mentors' deep collective expertise in go-to-market strategy, product development, distribution and fundraising, all of which can help rocket a company into the national marketplace. The program will culminate in a showcase and product launch at Austin's South by Southwest event in March 2015.

Sabella noted the seed accelerator has already mentored four companies that are developing very exciting applications of NFC technology. "Our inaugural class participants — inProximity, TapSpaces, True Mileage and NFC Game Studio— are dynamic examples of NFC companies at the forefront of innovation and technology. These companies are using NFC creatively to develop breakthrough real-world uses including in-vehicle data capture to cut insurance rates, video, board games and educational products that bridge the real and digital world, hyper-localized information that supports local businesses, and interaction-based marketing. We are looking forward to our 2015 class and to see more innovative applications of NFC technology."

#### About AccelerateNFC

Created by OTA Ventures ([www.otaventures.com](http://www.otaventures.com)) AccelerateNFC™ is a mentor driven, mentor funded seed accelerator for high potential companies. Accelerate NFC focuses on near field communication (NFC) companies, matching the highest caliber talent, resources and funding with those companies who are ready to take their ideas and products to the next level. Learn more at <http://www.acceleratenfc.com>.

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