



**Position: Startup Advisor**

Reports to: Managing Director

FLSA Status: Exempt

Location: Richmond, VA (in-person)

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**About Startup Virginia:**

[Startup Virginia](#) (SVA) is a nonprofit, high-growth business incubator and entrepreneurial hub where innovators can learn, collaborate, and grow. Our incubator currently serves 90+ startup companies that are supported by an expansive network of mentors, investors, corporate partners, and donors. SVA provides holistic programming and dynamic workspace to our member community, as well as free entrepreneurial education that is open to all. By helping entrepreneurs reach their full potential, we are driving innovation and strengthening our region's economy.

**Summary of Position:**

Startup Virginia is expanding our incubator with new stage-specific programs, including the Launch program, designed to guide founders from early traction through smart growth. As a **Startup Advisor**, you'll play a central role in shaping and delivering this new program while supporting founders across the Launch and early Growth stages.

You'll coach founders through the messy middle, where vision meets reality, helping them define go-to-market strategies, gain traction, and make smart product, customer, and team decisions. You'll also collaborate with the SVA team to build effective programming and founder support systems that strengthen our incubator's overall infrastructure.

This is a founder-facing, trust-building, program-executing role at the heart of our community, designed for someone who thrives on advising, coaching, and helping startup founders move forward with focus and confidence.

**Responsibilities:**

**Founder Coaching & Advising:**

- Serve as a thought partner and coach to Launch- and early Growth-stage founders.
- Guide founders on traction, go-to-market strategy, customer acquisition, and early growth decisions.
- Identify when founders are approaching capital readiness and work closely with the SVA Team to ensure they receive the right funding support and education.
- Ask the right questions, identify blind spots, and connect founders with the right mentors, advisors, or resources at the right time.

**Program Development & Delivery:**

- Develop effective programs, founder support systems, and infrastructure for the Launch program.
- Help design and run Launch programming (workshops, checkpoints, curated mentor sessions).
- Work closely with SVA staff to support smooth transitions for founders in the incubator moving through our Ideate → Launch → Grow programs.
- Build and deliver an assessment and roadmap process for founders entering the Launch stage.



- Track founder progress against milestones and provide accountability through regular check-ins.

**Ecosystem Engagement:**

- Get to know the SVA community of mentors, service providers, and corporate partners so that you can effectively plug founders into expertise.
- Serve as a connector within the ecosystem and attend local entrepreneurial events.

**Qualifications:**

- 5-7+ years of experience leading or operating in startups, scaleups, or scalable services-based businesses.
- Strong understanding of go-to-market strategy, customer development, and early-stage growth.
- Proven startup acumen across product, traction, operations, and/or fundraising pathways.
- Coaching mindset: empathetic, curious, and able to build founder trust while asking tough questions and providing candid guidance.
- Excellent interpersonal and communication skills: skilled at listening, translating complex issues into action, and maintaining strong relationships.
- Comfortable working independently while being a collaborative teammate.

**Compensation:**

- Salary range: \$75,000 – \$90,000 annually, aligned with experience and what you bring to the role. Please share your salary requirements when applying.
- Health insurance.
- Simple IRA plan with employer contribution (eligible after 1 year).
- Paid time off.
- Work primarily from the Michael Wassmer Innovation Center (Richmond, VA), with a flexible, founder-friendly schedule. This is a full-time role that may suit candidates with side projects or other professional endeavors.

