

MintzTech Connect Innovator Profile: Aphelion Path

April 12, 2018 || By **Daniel I. DeWolf**, **Samuel Asher Effron**

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Taking a start-up from idea to growth is the crucial step that can cause many founders to stumble and ultimately doom businesses to mediocrity. That's why former operators at MakerBot, Zazzle, and Autonomous turned advisors to create the Aphelion Path Consulting Group.

Before starting their business in winter 2017 at a Brooklyn coffee shop, the founders of Aphelion Path had spent many years at start-ups but felt that working for just a few wasn't enough. They wanted to take their learnings and experience to as many start-ups as possible to catch them before stumbling at that critical growth inflection point. Founding Aphelion Path as a start-up consulting group was the natural next move. At Aphelion Path, they take the best of what they've learned in start-up marketing, growth strategies, and organizational design and propagate it to many companies at once, increasing the impact of their knowledge and maximizing shared learning potential. In the short time that Aphelion Path has operated, they've already advised NYC and international start-ups Tylko, Umbrella, eponym, and more listed on their start-up consulting website.

Not to be "lumped together" with other consulting firms or individual consultants, the Aphelion Path team takes an open approach to the information and learnings they develop. Starting in the summer of 2018, they will be launching the T-48 program and the *Mission Control* blog (the Aphelion Path team is a fan of space/NASA). T-48 is a two-day weekend intensive where the Aphelion Path team embeds with a start-up to learn its systems and provide strategic recommendations by close of day on Sunday. It is offered completely free to any start-up that is approved for the program after an interview with the Aphelion Path team. Additionally, they are launching the *Mission Control* blog, a free resource of their training materials, strategic designs, and tactical execution documents, to help the start-ups that they cannot reach physically.

To apply for the first six slots of the T-48 program, email Aphelion Path here: grow@aphelionpath.com.

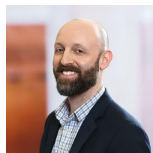


Authors



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Daniel I. DeWolf is an authority on growth companies and serves as Chair of Mintz's Technology Practice Group and Co-chair of the firm's Venture Capital & Emerging Companies Practice. He has worked on pioneering online capital-raising methods. He also teaches venture capital law at NYU Law School.



Samuel Asher Effron, Member / Co-chair, Venture Capital & Emerging Companies Practice

Samuel Asher Effron assists Mintz clients with venture capital and private equity transactions, helping start-ups with legal and business matters. He has clients in a variety of technology sectors, including video gaming, music, virtual and augmented reality, and consumer electronics.

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