

Mentor Manifesto



Thank you for volunteering to be a mentor in the Startup Experience!

The success of startups is often attributed to the generous support from its mentors and we deeply appreciate your commitment to helping us run a successful entrepreneurship training program.

Great mentors are individuals with extensive entrepreneurial experience who have started one or more businesses (either nonprofit or for-profit organizations). They work with the teams pro bono, without expectation of reward or compensation; they will share their knowledge and guidance freely, and will open their networks when appropriate.

As a mentor in the Startup Experience program you will be working with 1-3 newly formed startup teams and help guide them through the initial stages of their entrepreneurial journey; **Defining** a user segment and a problem to solve, **Creating** new ideas, **Validating** the best idea by talking to users/customers, **Building** a prototype and preparing a professional **Pitch**.

You don't need to prepare anything in advance since we will facilitate the process and introduce the new tools and techniques as we move through the program.

Below you can find a Mentor Manifesto that articulates the values and characteristics of mentorship in the Startup Experience program, please let us know if you have any questions.

- Be Socratic.
- Expect nothing in return (you'll be delighted with what you do get back).
- Be authentic / practice what you preach.
- Be direct. Tell the truth, however hard.
- Listen too.
- The best mentor relationships eventually become two-way.
- Be responsive.
- Clearly separate opinion from fact.
- Hold information in confidence.
- Know what you don't know. Say I don't know when you don't know. "I don't know" is preferable to bravado.
- Guide, don't control. Teams must make their own decisions. Guide but never tell them what to do. Understand that it's their company, not yours.
- Accept and communicate with other mentors that get involved.
- Be optimistic and encouraging.
- Provide specific actionable advice, don't be vague.
- Be challenging/robust but never destructive.
- Have empathy. Remember that startups are hard.

If these values describe you we look forward to welcoming you as a Startup Experience mentor.