

BizStarts Mentor Program Guide

BizStarts

BIZSTARTS |

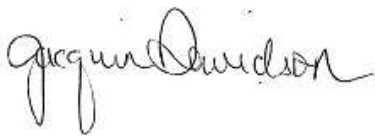
1555 N. RIVERCENTER DR. SUITE 210
MILWAUKEE, WI 53212

Dear BizStarts Mentor:

Welcome! We are happy you have chosen to help our entrepreneurs. We know you will be an essential asset to our program and we thank you for your time. Our Program is skill-based, therefore BizStarts does not measure duration of the relationship in evaluating the success of the program. Rather, we allow the Mentor and Entrepreneur to mutually establish objectives of the relationship and the relationship concludes upon fulfillment of those objectives. We ask that you use your skills to benefit our entrepreneurs, helping with their progress toward a successful business.

This handbook contains information about the Mentor Program and we ask that you please take the time to read it thoroughly. We look forward to working with you as a BizStarts Mentor. Your time spent in our program will be enriching for the entrepreneur and for you. We strongly believe the contribution to this program will have a large impact on Wisconsin's ability to become one of the best places for entrepreneurs to start businesses and create more jobs.

Sincerely,

A handwritten signature in black ink, appearing to read "Jacquie Davidson".

Jacquie Davidson
Executive Director

A handwritten signature in black ink, appearing to read "Dan Steininger".

Dan Steininger
President

Program Overview

STEP ONE: APPLY

Applications may be submitted electronically via the BizStarts website. A paper application will be provided upon request. Application is complete when a Mentor has attended an initial assessment (see below) and signed the Mentor Agreement.

STEP TWO: ASSESS

As part of the program, each Mentor will complete an initial assessment with the Executive Director to determine their unique skill set and industry experience. From this assessment, the mentor will be added to the Mentor Directory.

STEP THREE: CONNECT

BizStarts believes that an entrepreneur is far more likely to thrive when supported by multiple mentors with proven skills and experience, which is how our Mentor Program came to be. An entrepreneur needing your services will be introduced to you by email or in person by the Executive Director.

STEP FOUR: REFLECT

Our program works on a project basis. When you work with an entrepreneur, you only work with them on the skill you specialize in. For example: an entrepreneur is having issues with patent law. You will be matched with said entrepreneur as a patent lawyer who can guide them through their problem. After you have given them the assistance they needed, you will be paired with another entrepreneur.

Bizstarts Background

BizStarts was formed in 2008 by a group of forward-looking business leaders in the Milwaukee area who saw a need to accelerate early stage businesses and ideas. This task force was formed by The Greater Milwaukee Committee to study innovation. It was determined that Wisconsin ranked in the lowest third of states for business startups, which means slower job and wage growth in an economy where most jobs are created by small companies. The task force studied successful efforts in the United States that promote innovation and startups. They gathered input from local businesses, law firms, accounting firms, public sector service providers, successful entrepreneurs, investors and universities.

The conclusion of the best economic thinkers in the region was that we can, should and must accelerate business startups. BizStarts is committed to fostering and nourishing the entrepreneurial spirit in Southeastern Wisconsin by creating a climate that encourages innovation and risk taking.

In April 2014, BizStarts launched a program giving entrepreneurs tools and connections to resources that will lead to success. An entrepreneur meets with the Executive Director for an initial assessment and is then referred to one of many resources for professional development to prepare and launch their business. Working together with these partners, BizStarts accelerates start-up and scale-up of companies to create jobs in the region.

General Guidelines for Mentors

Have Realistic Expectations: Both parties should understand and agree on their expectations for the partnership. Self-awareness is important, and both you and the entrepreneur should identify what you would like to gain from the program and what you are able to deliver. Articulate these desires to each other and determine realistic goals.

Share Responsibility for the Relationship: Both you and the entrepreneur need to take ownership of the relationship. Neither should assume it is the other's sole responsibility for arranging meetings. Significant energy and time is required of both parties to create a successful mentorship.

Establish Concrete Goals and Develop an Action Plan: The mentorship should be focused on learning and development with clearly stated goals. Set objectives and benchmarks at the outset and review them frequently as they may change over time.

Communicate and Respect Your Partner's Time: No relationship can succeed without clear communication. Show respect for your partner's time by confirming meetings beforehand and always letting your partner know if you are running late or need to reschedule. Entrepreneurs should anticipate what they would like to discuss in advance of each meeting.

Keep an Open Mind: Both parties need to be willing to be open and exchange information. Remain open minded and flexible as your relationship evolves.

Encourage Mutual Ownership: While you may help entrepreneurs develop the necessary tools for success, entrepreneurs must remember that it is up to them to implement these tools. Entrepreneurs will need to put in the time and effort required to advance toward achieving their goals. It is important to keep in mind that success will not come immediately.

Mentor Program Rules

The Mentor Program (“BizStarts Mentors” or the “Program”) of BizStarts Inc. (“BizStarts”) consists of volunteer mentors, who are supported in their mentoring role by seasoned volunteer members of the corporate and entrepreneur community. Mentors are selected for their experience in areas relevant to the needs of new entrepreneurs and for their enthusiasm for the Program, relationships between mentors and entrepreneurs are formed based on the needs and preferences of the entrepreneur and the interests of the available mentors.

GUIDING PRINCIPLES

1. Mentors participating in the Program recognize that promotion of the goals of BizStarts and the Program put the interests of the community and of the entrepreneurs ahead of the volunteers.
2. The resources of the Program shall be made available without regard to gender, race, religion, color, national origin or sexual orientation.
3. The Executive Director of BizStarts shall oversee the formation of each relationship between each mentor and entrepreneur.
4. Mentors Program shall maintain strict confidentiality over any identified proprietary information entrusted to them by BizStarts entrepreneurs, and will be used solely to facilitate participation in the Program. All information (including the identity of potential investors) and advice generated or received in connection with the Program is presumed to be proprietary and confidential and should be treated as such.
5. No mentor associated with the Program may accept, for him/herself, or any related party, (i) a primary financial interest or (ii) any other financial relationship, with a venture associated with the Program without first formally recusing him/herself, with 30 days advance written notice to an authorized representative of BizStarts, from their role as a BizStarts mentor with respect to that venture.

BizStarts Mentor Program Agreement/Acknowledgement

I acknowledge that I have read, understand and will abide by the BizStarts Inc. (“BizStarts”) Rules for Participating Entrepreneurs (the “Rules”), the Guide for Mentors (the “Guide”), and the Mentor Statement of Principles (the “Principles”), a copy of each of which has been given to me. I have had the opportunity to discuss with BizStarts personnel any questions that I may have regarding the Rules, the Guide or the Principles and, to the extent I have taken the opportunity to do so, have received satisfactory responses to my questions. I agree to conduct my mentoring and other activities, if any, associated with BizStarts projects, programs and services in accordance with the Rules, the Guide and the Principles, and I will seek assistance from BizStarts’ personnel if I have any questions or concerns related to these documents.

Signature: _____

Date: _____

Name: _____

Address: _____

Phone: _____

E-Mail: _____

List any exceptions below (If NONE, please state):

Initial Mentor Survey

Please select all industry experience that apply:

- Manufacturing
- Energy/Water
- Healthcare
- Agriculture
- Service
- Retail/Distribution
- Food/Beverage
- Medical Device
- Supply Chain/Logistics
- Other (please explain):
- E-commerce
- Entertainment
- Biotechnology
- IT/Software
- Marketing/Communication

Please choose one of the above and elaborate on your experience in that industry.

Please select all skill sets that apply:

- Intellectual Property Law
- Transactions
- Corporate and Securities Law
- Human Resources
- Factoring/Alternative Financing
- Leasing
- Taxation
- Engineering
- Government Resources or Contracting
- Finance and Investment
- Communications and Digital Media
- International Markets (please specify):
- Operations
- Sales/Business Development
- Insurance
- University Resources
- Banking
- SEO/Website Development
- Team Building
- Marketing
- Other (please explain):

Please select three of the above and elaborate on your experience with that skill set.

Please answer the following questions completely.

Have you mentored before? (circle one) Yes No

If yes, please elaborate on your experience.

What are you most passionate about?

What do you hope to teach your entrepreneur?

What do you hope to get out of mentoring an entrepreneur at BizStarts?

Please return this survey to BizStarts upon completion.

Closing Survey

Please answer these questions and email your completed form to coordinator@bizstartsmilwaukee.com after working with an entrepreneur.

Which entrepreneur did you work with?

What goals were accomplished?

How did you accomplish those goals?

Evaluate your relationship with the entrepreneur.

Are there any issues BizStarts should be aware of?

Do you have any other comments/concerns?

Thank you for your time!