



Mentor Onboarding Guide

Mentor Onboarding

Welcome Mentor.

You're about to embark on an incredible journey working with the planet's most passionate entrepreneurs. They are taking on our most difficult challenges and are driven to find new business models to solve those challenges. They are working on homelessness, affordable healthcare, education, racial/gender equality, climate change and more.

Critical to their success are trusted mentors to help them navigate these unique challenges. Being an entrepreneur requires both cognitive and emotional intelligence. This process will challenge every aspect of their commitment, purpose and dedication. They need an experienced guide who can support them during this intense time and can navigate them to success.



Benefits

We find the experience of being a mentor tremendously satisfying both personally and professionally.

The top reasons mentors join us are to:

1. Gain **inspiration** from new ideas and businesses
2. Acquire new **skills** (coaching, facilitation, intrapreneurship, innovation processes, etc.)
3. Access regional or even global **events**
4. Seek **opportunities** to partner/invest/join up in new businesses
5. **Support** entrepreneurs of the future taking on real challenges
6. Become a member of a selected pool of **innovators**



Mentor Principles

Our mentors use all of their intelligences to help guide the critical steps of early ventures projects. Specifically we're looking for mentors who can both think and do, they're comfortable using both their rational and emotional intellect, they can also think strategically and tactically.

Here are some suggested principles for a successful engagement:

- ✓ Listen carefully
- ✓ Be authentic, direct and always tell the truth
- ✓ Be specific with feedback
- ✓ It's okay not to know the answer
 - don't make things up
- ✓ Request feedback
- ✓ Make distinctions between opinion and facts
- ✓ Respect confidentiality
- ✓ Allow teams to make their own decisions, it is ultimately their decision not yours
- ✓ Communicate with other mentors
- ✓ Be supportive and optimistic
- ✓ Your opinion matters, take it seriously
- ✓ Challenge them and make them think about things they might be overlooking
- ✓ Don't be afraid to get your hands dirty and dig in to help.
- ✓ Have empathy and appreciate for their efforts, being an entrepreneur is very difficult.
- ✓ Respect your mentees time - they're busy too



Mentor Testimonial



Shawn A., entrepreneur/consultant, USA

What inspired you to be a mentor?

I want to share my experiences and inspire entrepreneurs finding solutions to the most pressing challenges of our time. I really don't think there is anything more important than passionate individuals taking ownership over their future and trying to create it. I am honored to help anyway I can.

Can you share one special story?

A mentee of mine sent me this email. It's why I do what I do. "It felt like we finally found a doctor who carefully listens, understands what we are suffering from and what to do about it."



Mentor Testimonial

Vesna K., entrepreneur/consultant, Macedonia

What inspired you to be a mentor?

For me personally, the most important thing is the fact that you face people who have their own dreams to make the world a better place. They also want to offer solutions for the social challenges. The positive energy these young people have is what's being missed in most of the corporate world.

What do you take away from this experience?

What I gain from the ventures is quick feedback and the direct results of the mentoring process. Also, as a person, you develop your own innovation capacities.



Entrepreneur Testimonial

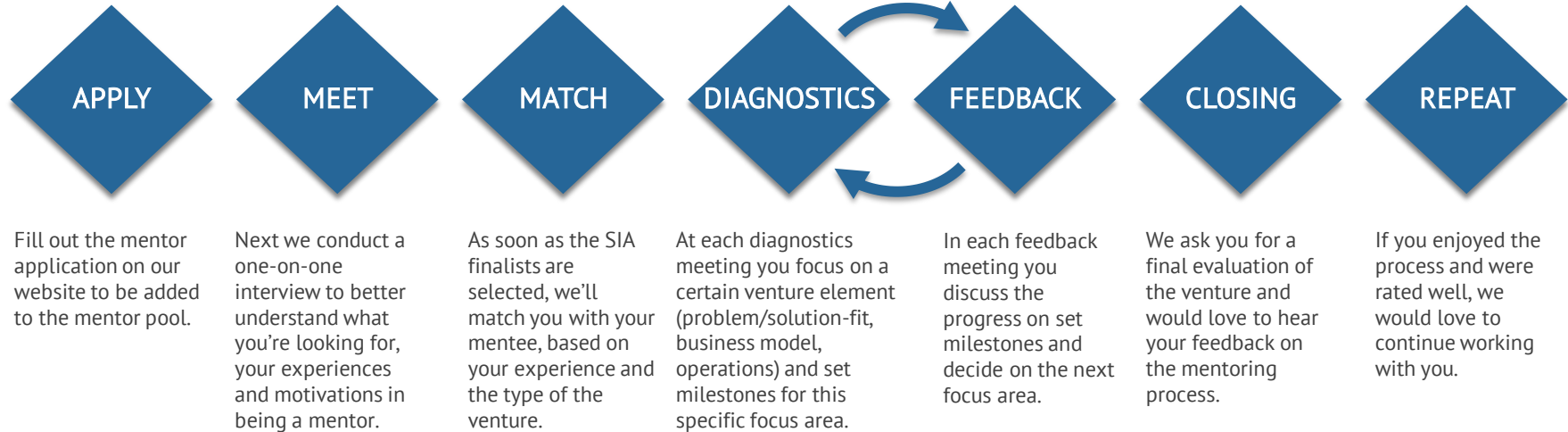
Aleksa Z., The Kind Transporter, Serbia

What does a mentor mean to you?

It's not only the knowledge and experience that we get from the mentors, but the constant push to keep going, ask questions and think in every direction. That kind of inspiration is something that money can't buy, and it keeps you going forward in good times and bad times.



Mentoring Flow

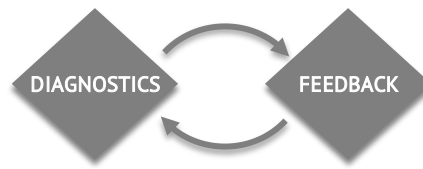
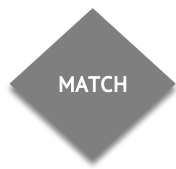
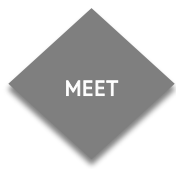


THE COMMITMENT

10 hours per venture per mentor in the period of June to September

It is strongly recommended to hold meetings in face-to-face settings, especially at the beginning.
In case of geographical distances, virtual meetings are possible as well.





Closing

At the end of the application process, we'll ask you for a final a final evaluation of the venture. This will help the SIA jury to take a final decision on the Social Impact Awards.

We would also very much appreciate your feedback on the general mentoring process and the guidelines provided by the SIA team.

What's more is that we're happy to share the feedback we collected from your mentee(s).





Apply

As a first step, please go to <https://socialimpactaward.net/become-a-mentor/> and submit your interest request (not binding in any way) via the form below.

After your submission, one of our team members will contact you for more details. For additional questions, please email directly to jakob.detering@socialimpactaward.net.





Meet

After you have submitted your interest via our application form, we get back to you and schedule a meeting. In this meeting you have the opportunity to raise open questions, learn more about the mentoring process or Social Impact Award in general.

At the same time, this meeting helps us to better understand your experiences and motivations in being a mentor.



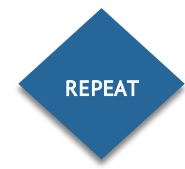
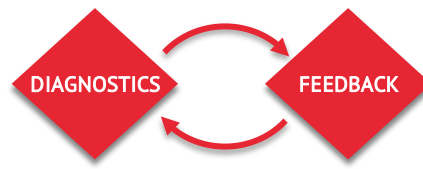
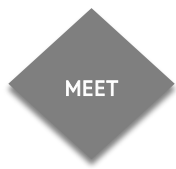


Match

As soon as the SIA finalists are selected, we'll match you with your mentee, based on your experience and the type of the venture. You will receive a profile of "your" venture(s) and an invitation to the first mentoring meeting.

The first mentoring meeting usually takes place during the kick-off event of our incubation period.





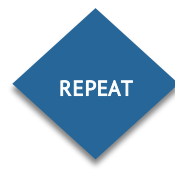
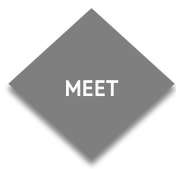
Mentoring

Your first mentoring meeting actually marks the start of your actual mentoring work. In your mentoring you will focus on three focus areas:

- **Problem/Solution-Fit:** What problem does the venture aim to solve and how?
- **Business Model:** How to create a sustainable value proposition?
- **Operations:** How to operationalize both impact and business model?

On the following slides we dive deeper into how this actually works.





Focus Areas

1. Problem-Solution Fit

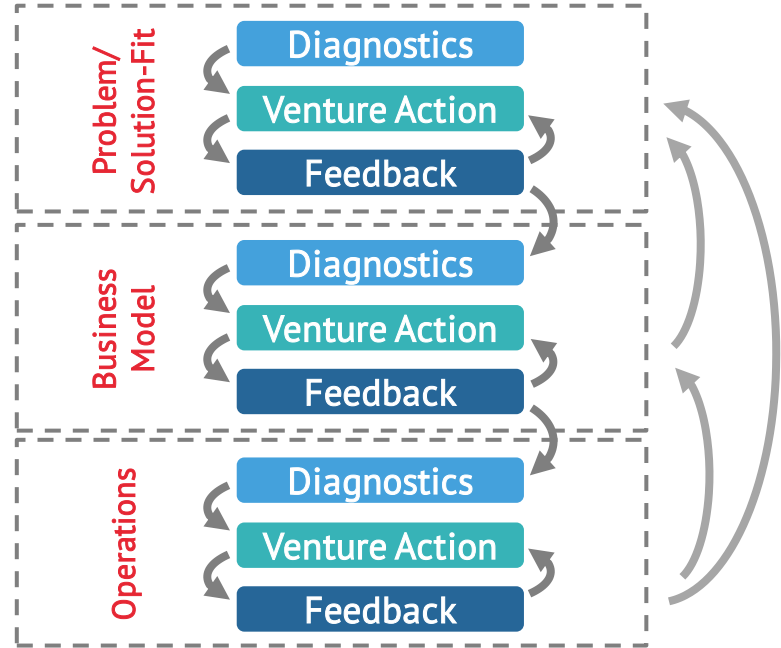
- Target Beneficiary
- Problem Definition
- Product/Service
- Impact Indicators

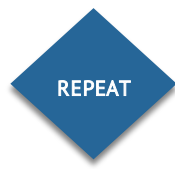
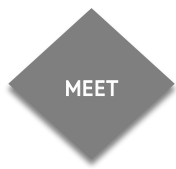
2. Business Model

- Target Customer
- Value Proposition
- Revenue/Cost Model

3. Operations

- Implementation Plan
- Marketing & Sales
- Financial Plan





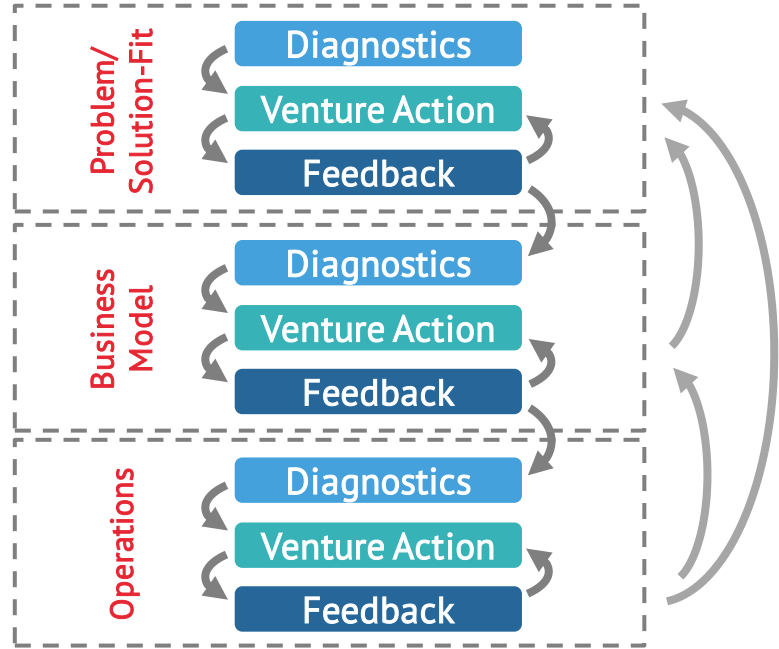
Problem/Solution-Fit

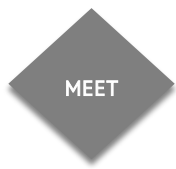
Before working on the business model and operations every venture needs a deep understanding of

- its **beneficiaries'** realities,
- the exact **problem** it wants to tackle,
- how a **product/service** solving this problem should look like, and
- what **impact** you generate.

This is what we focus on first.

In case you come to the conclusion that the venture has already a deep understanding and a problem-solution fit, you can hop directly to business modeling.





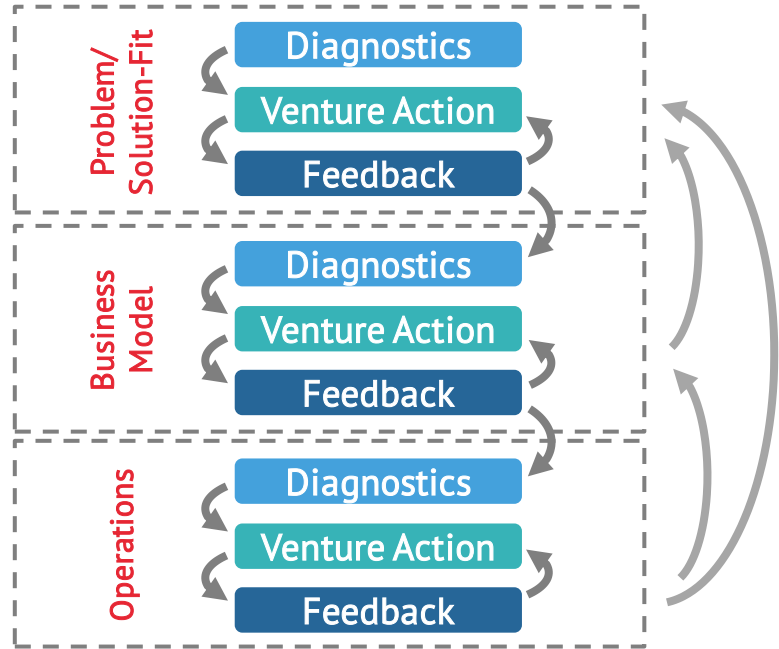
Problem/Solution-Fit

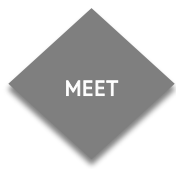
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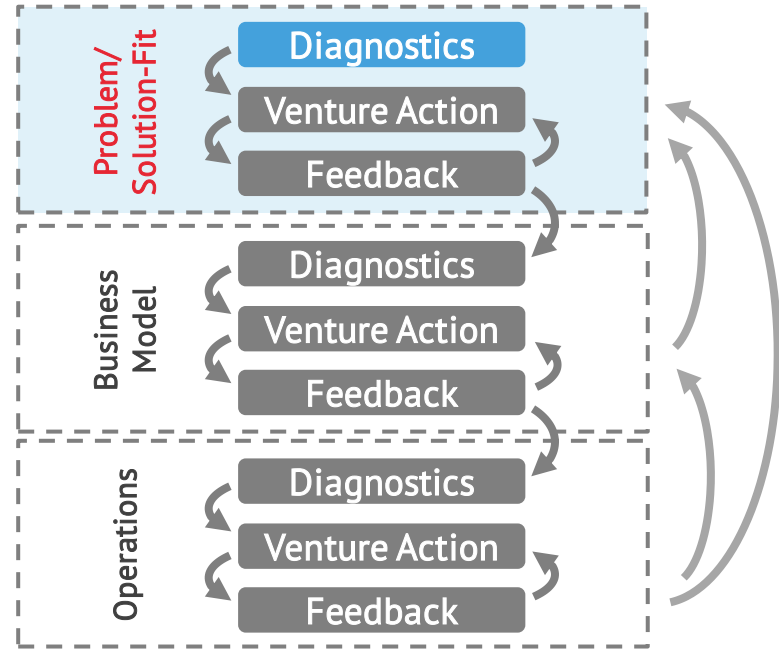


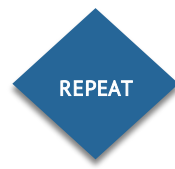
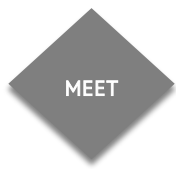
1st Diagnostics Meeting

In the first **diagnostics meeting** the mentor interviews the entrepreneur and assesses its status quo on

- its **beneficiaries'** realities,
- the exact **problem** it wants to tackle,
- how a **product/service** solving this problem should look like, and
- what **impact** shall be generate.

Same as for all the other diagnostics and feedback meetings we prepared detailed **mentor guidelines** that shall help the mentor to have productive sessions.





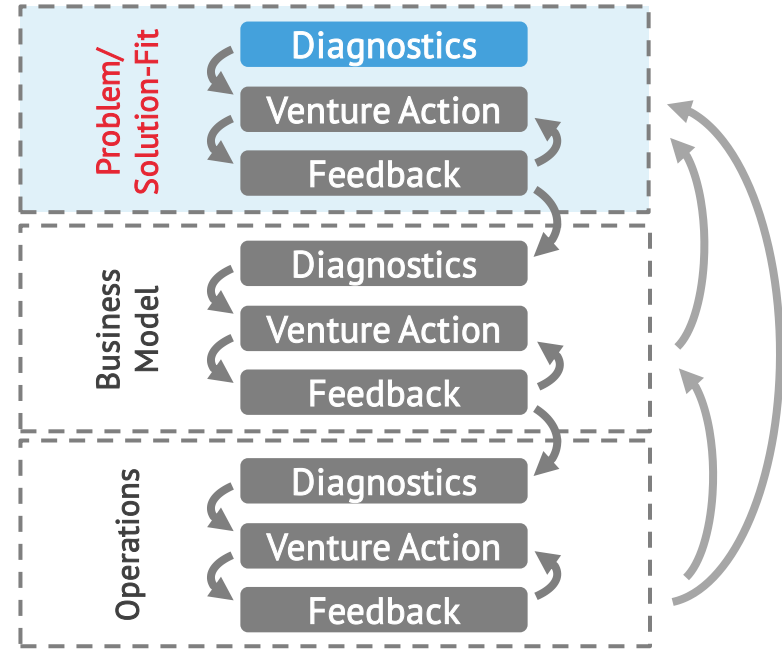
Setting Milestones

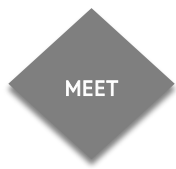
Based on the conversation, the mentor sets 2-3 milestones. The **milestone plan** does not only inform the venture what to achieve, but also what key actions they should focus to reach those milestones.

Such actions could be:

- A series of interviews with (potential) beneficiaries,
- an analysis of existing market players, or
- building a prototype of a product/service.

Help the entrepreneur to reach the milestones by pointing out some useful **tools**. Maybe you can also provide links from your **network** (experts, relevant funders, media, etc.).



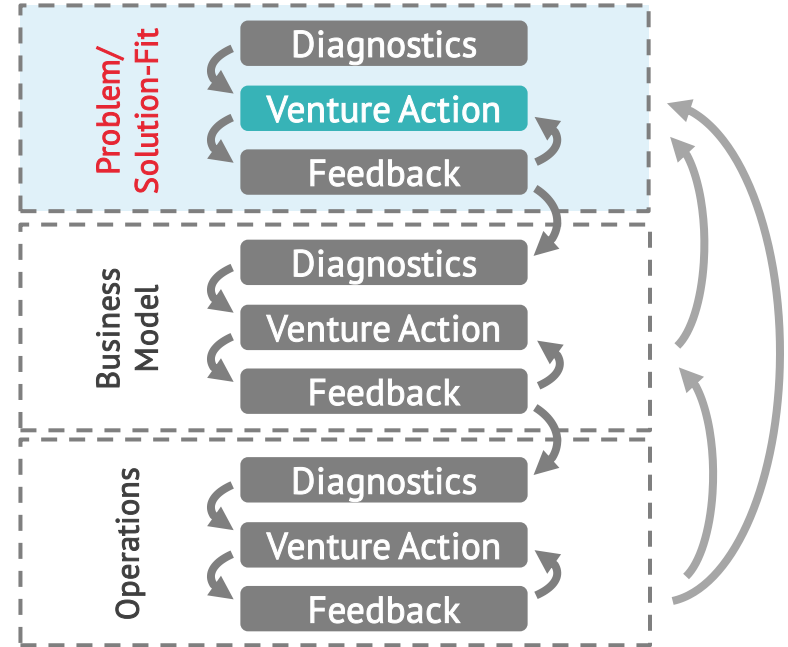


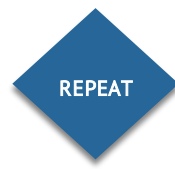
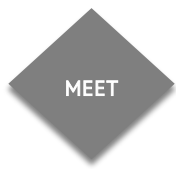
Venture Action

After the diagnostics meeting, the venture takes action. In achieving the set milestones, SIA offers a broad range of **support**, such as:

1. **Online material** (videos, toolkits, examples, templates, etc.)
2. **Expert session(s)** with a dedicated expert

During this phase, there is action required from the mentor.

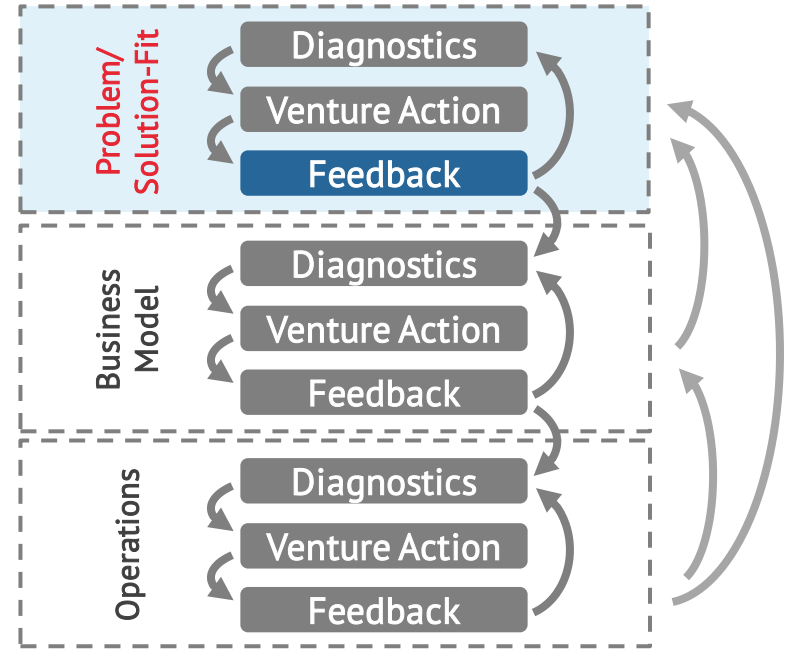


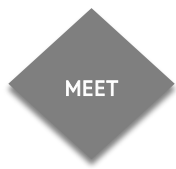


Feedback Meeting

Whenever the venture feels it has achieved the proposed milestones it gets back to its mentor for a feedback meeting.

- In case the mentor comes to the conclusion that the venture now has a decent problem-solution fit, it proposes to **continue with business modeling**.
- If not, he/she sets a **revised milestone plan** and thereby initiates another loop.

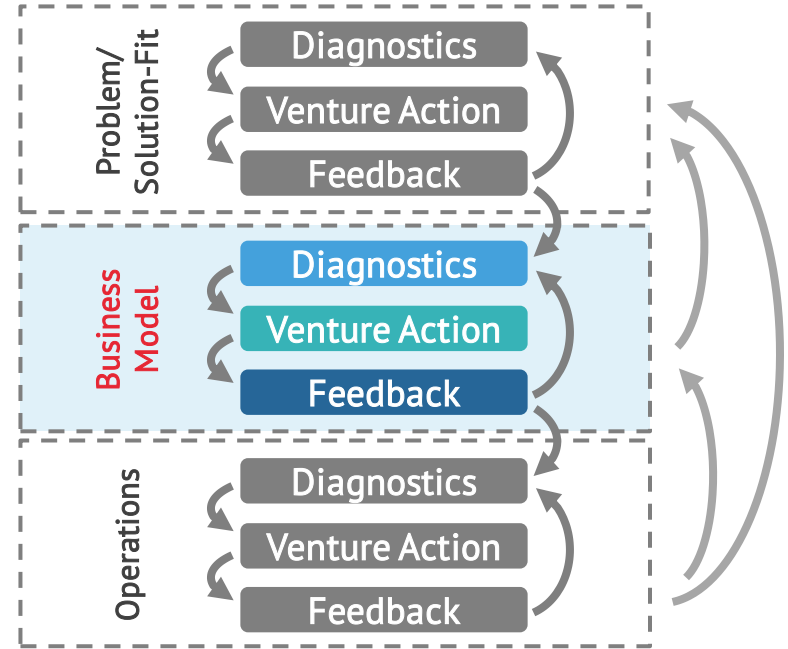


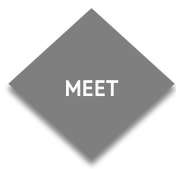


Business Modeling

With a clear understanding of both problem and desired solution/impact it is now time to build a business model around it. For this, the venture has to define & refine...

- who is **paying** for the product/service (especially if beneficiary ≠ customer),
- what is the **value proposition** and how does it reach the customer,
- what are the expected **costs and revenues**.

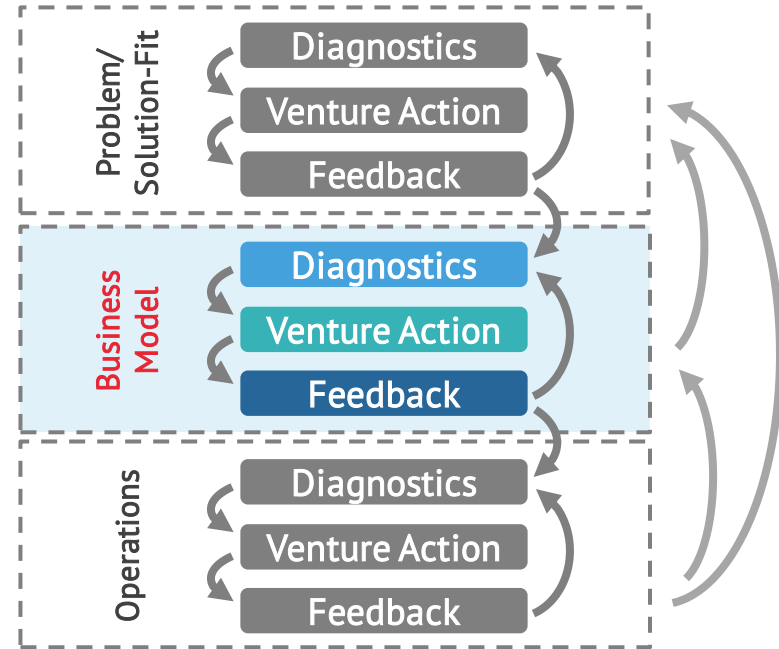


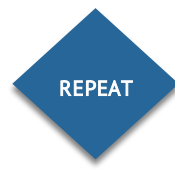
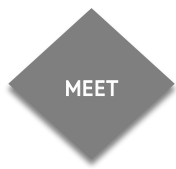


Business Modeling

As before, the business modeling is kicked off by a **diagnostics session** with the mentor with the aim of assessing the venture's business model and defining milestones.

The venture action is again supported by **online material** and the option to book **expert session(s)** with dedicated experts.



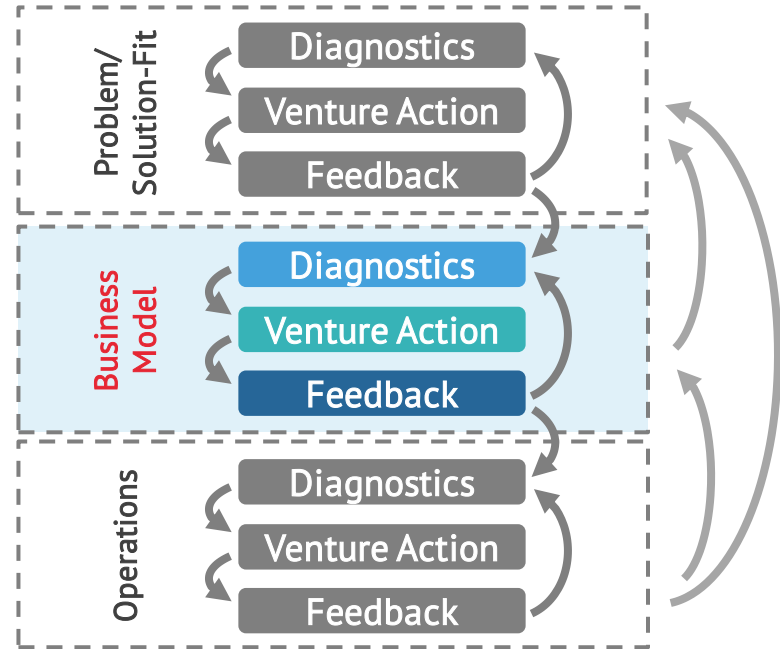


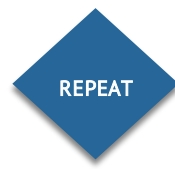
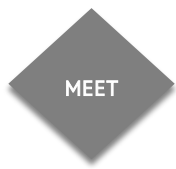
Business Modeling

Whenever the venture feels it has achieved the proposed milestones it gets back to its mentor for a feedback meeting.

Again the Incubation Mentor can decide whether it make sense to continue with an **operation** focus or if the team should remain focusing on **business modeling**.

Even a step back to **problem/solution-fit** might be needed if the dynamics of the business model require.





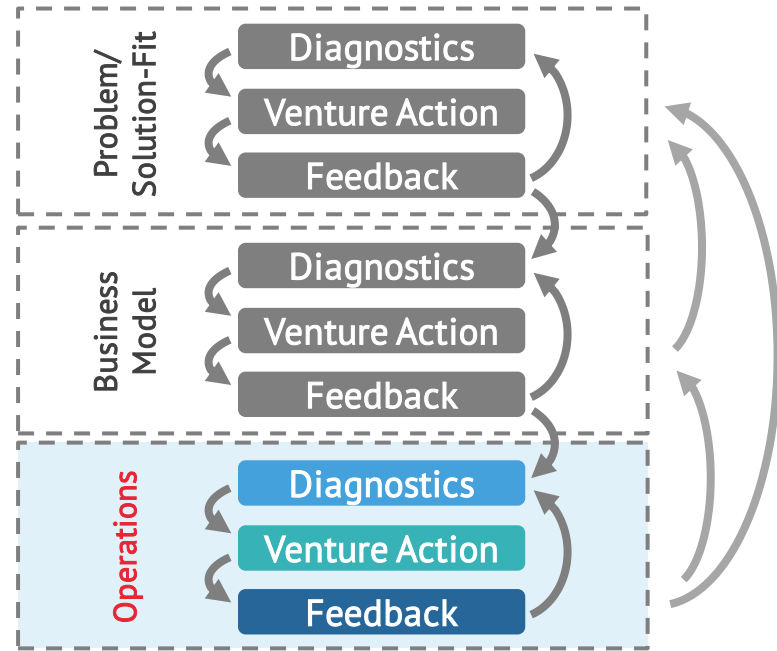
Operations

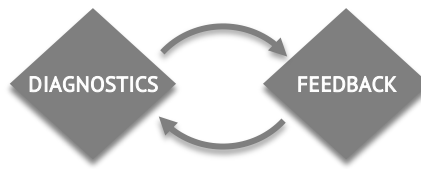
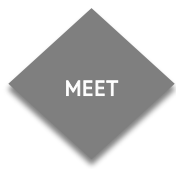
In case, there is still time the venture should focus on its operations as a final step within the SIA incubation.

This includes questions like:

- What **skills and expertise** are required in the team to operate the social business?
- What are concrete **next steps** in rolling out the venture?
- How to **market** the product or service effectively and efficiently?
- What is a realistic **financial plan** for the next 12 months?

Dynamics of the operations might require to look it the business model or even the problem/solution-fit again.





Closing

At the end of the application process, we'll ask you for a final a final evaluation of the venture. This will help the SIA jury to take a final decision on the Social Impact Awards.

We would also very much appreciate your feedback on the general mentoring process and the guidelines provided by the SIA team.

What's more is that we're happy to share the feedback we collected from your mentee(s).





Repeat

After SIA is before SIA! ;) The next round of inspiring impact ventures is already in the pipeline. So, if you enjoyed the process and were rated well, we would love to continue working with you.





**THANK YOU ONCE AGAIN
FOR YOUR GREAT SUPPORT!**

*How useful was this guide for you?
We would love to hear your feedback.*

