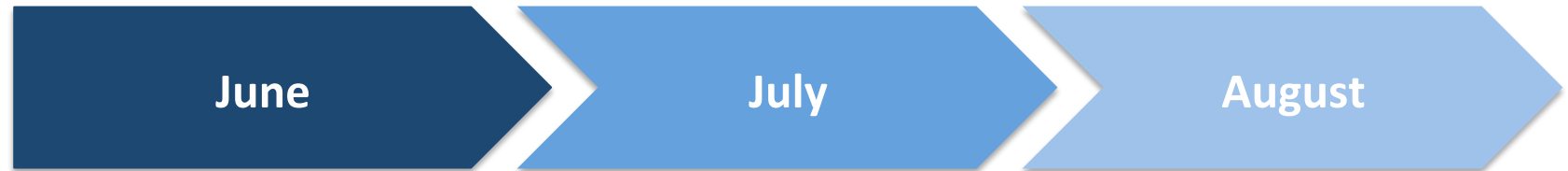


FlashStarts Mentor Network

2014 Program Overview

Mentor Engagement Timeline



Teams

- Feedback on product/ services – refine idea, potentially pivot
 - Mentor “dating”
- Develop customer pitch
 - Focus on specific, high-priority issues (e.g., customers, partners, product, pricing, etc.)
 - Engage mentors on key issues/problems
- Develop investor pitch
 - Flesh out business strategy
 - Generate leads for follow-on funding

Mentors

- Solidify relationships between mentors and teams
 - Orient team in right direction
 - Some mentors to make topic-specific presentations
- Mentor input on details of business and team dynamics
 - Mentor introductions to potential customers for market validation
- Mentor feedback on pitches
 - Mentor introductions for follow-on funding or strategic partnerships

Mentor Guidelines

- **Program is ultimately designed to serve the entrepreneurs**
- **Program is iterative – we welcome any feedback from the mentors and the entrepreneurs**
- **Program should be energizing and fulfilling for the mentors**
 - To that end, we will tailor mentor involvement based on your specific preferences of when and how to be involved
 - We will ask each of you about what you would like to do and how much time you want to commit, and we will use that feedback to customize your role in the program

Mentor Manifesto*

- Have empathy. Remember that startups are hard.
- Be socratic.
- 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.
- Provide specific actionable advice, don't be vague.
- Be challenging/robust but never destructive.

Mentorship Guidelines for Teams

- **Step 1 – Make a List:** What do you want in a mentor/advisor, and what do you hope to get out of the relationship?
- **Step 2 – Take the Initiative:** Reach out to mentors who fit your needs – leverage LinkedIn for contacts beyond the initial list of mentors
- **Step 3 – Define Your Goals:** With your mentor(s), jointly define the goals of your relationship
- **Step 4 – Actively Engage:** Be proactive with and responsive to your mentors – acknowledge and consider their input
- **Step 5 – Reflect on Relationship:** What improvements/changes occurred and what company milestones were reached as a result of the program? What, if anything, didn't work about the relationship?

Mentorship Options: *Ways to Be Involved*

Special Events

- **Dinners/Social Events** – Host or attend informal networking events
- **Speaker Series** – Speak to teams about specific topics and relevant experiences (e.g., building a team, navigating a pivot, finding product/market fit, etc.)
- **Teach Curriculum** – Teach session on various disciplines including IP, accounting, marketing, sales, finance, product development, etc.
- **Introductions** – Leverage personal network to connect teams with potential customers, advisors, partners, or investors

Ongoing Mentorship

- **Office Hours** – Host open office hours at our site throughout the summer (teams sign up for 30 minute slots)
- **Deep Dive On Strategy/Team Issues** – Join team for a half to full day working session to explore key business issue(s)
- **Leadership Mentoring** – Establish a 1v1 relationship with the CEO/leadership team of a specific company
- **Mid-Summer Feedback** – Provide feedback to teams on their progress and priorities going forward
- **Rehearsals for Demo Day** – Give feedback on pitches prior to Demo Day

Illustrative Schedule of Mentor Events

(From 2013 Program)

- **Week of June 10th:** Mentor “Dating” – Initial Meetings with Mentors
- **Weekend of June 15th:** FlashStarts Kick-Off Barbeque
- **Week of July 15th:** Mid-Summer Team Reviews
- **August 19th/20th:** Demo Day Rehearsal – Pitch Reviews
- **August 23rd:** Demo Day
- **To Be Scheduled Periodically Throughout Summer:**
 - Mentor Office Hours
 - Speaker Series
 - Additional Social Events