



Mentee Manual 2022

SDSU

Fowler College of Business
Lavin Entrepreneurship
Center

WELCOME TO THE LAVIN ENTREPRENEUR MENTOR PROGRAM

The United States Association for Small Business and Entrepreneurship awarded SDSU the Model Undergraduate Program in Entrepreneurship of the year for 2017. This award, in a large part, was due to the rich experiences the program offers to our students. This program engages a select group of talented, like-minded undergraduate students from across the campus in an unforgettable experience. It has been designed to prepare you for an entrepreneurship-oriented career. As a graduate of this two-year program, you will be able to identify and evaluate new business opportunities as well as understand the roles and responsibilities of an entrepreneur to marshal and deploy resources in order to launch and build new ventures. In addition, you will develop potentially life-long relationships with your fellow Lavin Entrepreneur students, industry experts, faculty, and mentors to fuel your career.



“ Life is not designed to hand us success or satisfaction, but rather to present us with challenges that make us grow. ”

- Terry Laughlin

LAVIN ENTREPRENEURSHIP PROGRAM SEMESTER OVERVIEWS

Here is what your student will be learning each semester:

Semester 1: BA 311

Lavin Entrepreneurs will be introduced to entrepreneurship as a potential path for future career development and will be paired with an individual mentor. They will begin developing entrepreneurial competencies, professional networks, and will be introduced to the basics of opportunity recognition and business model development.

Semester 2: BA 312

Students will continue to build their entrepreneurial competencies with their mentors and course curriculum. In addition, they will utilize entrepreneurship frameworks for business opportunity assessment, ideation, feasibility analysis techniques in ventures, and how to interact and negotiate with strategic partners.

Semester 3: BA 411

With business models developed, Lavin students will begin implementing learned entrepreneurial competencies to refine and deliver business models for pitching. Customer iteration will develop proof of concept, and pivots will be made as necessary. Students will develop an understanding of data metrics, successful customer interaction, and how to pivot successfully.

Semester 4: BA 412

Lavin Entrepreneurs will focus on company creation and launch. Building upon the business model canvas and proof of concept they developed during the previous course, students formulate a final market trial and launch plan. By the end of this course, students will develop and present an investor pitch of their proposed new

EXPECTATIONS

- Attend every class, by missing more than 3 classes in one semester without notifying your instructor, you will be at risk of being dropped from the program.
- The fall semester will be a probationary semester to determine your fit for the program. Those students who do not meaningfully engage in the various activities of the program throughout the entire semester will not be invited to progress to the next stage of the program

THE LAVIN MENTOR PROGRAM

Getting Started: Action Items Before Becoming A Mentee

We have prepared this guide to assist you, the mentee, in organizing activities that will help you and your mentor to get the most out of this experience:

1. During the summer, before the start of a new academic year, complete a short biography about yourself of about 250 words, including a professional headshot which should be on a clear white background if possible. Upload your documents to the shared google drive folder (link in the orientation slide presentation)
2. Create a short video that gives mentors a glimpse of who you are. Here you can share your major, future goals and business, career, other personal aspirations, and what you are looking for in a mentor.
3. If you do not have one already, create a LinkedIn profile. Here you will be able to connect with your Lavin cohort, other mentors in the program, as well as business professionals you will meet throughout the program.
4. There will be a Mentee-Mentor matching process before officially being paired with a mentor in the fall. This process will provide a way to determine the chemistry between the mentor and mentee. After we have paired you, there will be a designated meeting date for students to meet their mentors and get a chance to express their interests and future endeavors.

PROGRAM TIMELINE

Communications From The Lavin Entrepreneurship Center

May- June | Recruitment of the next cohort of Lavin Entrepreneur Students

Late June - Early July | Pre-Program Acceptance

July | Send out an agreement form to mentors

Late Sept - Mid Oct | Kickoff breakfast and speed dating events

Every End of Semester, Early December & May | Send update form



HOW TO BE A GOOD MENTEE

We do our best to establish productive pairings of mentors and mentees at the beginning of the program. In ideal scenarios, we expect and hope that your mentor/mentee relationship will endure for the entire two years of the Lavin Entrepreneur Program and beyond. Yet, sometimes these initial matches do not work out as we originally had hoped. If for any reason either party to the relationship feels the pairing is no longer productive, you should notify the designated Lavin Entrepreneur Mentor Coordinator at gbutterfield@sdsu.edu or the Executive Director at adenoble@sdsu.edu

- Take the needed time at the beginning of the mentorship relationship to discuss and clearly define your goals for the program.
- establish a predetermined, repeating time and date to meet, and a set of milestones you want to achieve while in the program.
- If you become very busy and are unable to talk, be honest and timely with your mentor about your commitments. **DO NOT GHOST YOUR MENTOR.**
- Get to know your mentor on a personal level, we encourage natural conversation and hope pairings can find similar interests.
- Meet in appropriate places, and maintain mutual respect.
- Mentors can have a lot of responsibilities. Be appreciative of the time and effort they are offering you. People would often expect to pay money for this type of mentorship you are receiving.



POSSIBLE LAVIN MENTORSHIP ACTIVITIES

Lavin Entrepreneur students and mentors can spend time together in many ways to help identify needs and opportunities to support the student's entrepreneurial goals and aspirations. To help supplement these ideas we have gathered a possible menu of mentorship activities that may help stimulate ways of working together as a mentor and mentee.

One-on-one talks - Coffee Shop, Lunch, Etc.

- Meetings to establish clear goals, milestones, and specific timelines.
- Discussions to understand and appreciate the mentor's path to success.
- Building professional skills, creating productive habits, and teaching life lessons.

Brainstorm New Business Ideas

- Explore new business opportunities in targeted industries, technologies and services.

Mentor Workplace Visit

- Helps mentee to better appreciate the complexities of managing a company.
- Shadowing can vary from one day to a few hours every week over a period of time.

Mentor Workplace Visit/Attend Professional Networking Events Together

- Recommend learning tools that have helped you become successful.
- Shadowing can vary from one day to a few hours every week over a period of time.
- Allows the student to learn how to articulate their experience and present themselves to new potential business contacts.
- Helpful for idea sourcing, job searching, sales generation, and building knowledge.

Learn About Insightful Resources

- Ask mentors for recommended learning tools that have helped them become successful entrepreneurs and leaders.
- Pick a book to read or podcast to listen to together and discuss

Assistance in Build Personal Brand

- Introductions to the mentor's network if the mentee has earned the opportunity.
- Ask for activities that improve professional skills and/or entrepreneurial competencies.
- Complete given assignments. There may be times when the mentors feel certain assignments would help the mentee in their entrepreneurship journey.

LAVIN ENTREPRENEURSHIP MENTOR PROGRAM WORKSHEET

Roles

Name of Mentee: _____

Name of Mentor: _____

Lavin Entrepreneurship Mentor Responsibilities

- Review Mentee Guide
- Participate in Mentorship Launch Activities
- Submit the evaluation form at the end of every semester.

Additional Agreed Responsibilities

Frequency and Method of Interaction

Expectations of Each Other:

3 expectations of Mentee

- _____
- _____
- _____

3 Expectations of Mentor

- _____
- _____
- _____

Duration of Mentorship

Start Date

End Date

“ The formula for my success can be the formula for yours as well. Determination. Pride. Vision. And, above all, a competitive streak that will never allow you to settle for second best because... winners make it happen. ”

-Leonard H. Lavin

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A GLOBAL LEADER IN ENTREPRENEURSHIP

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