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MENTOR & MENTEE MANUAL



LAVIN ENTREPRENEURSHIP PROGRAM

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WELCOME TO THE LAVIN ENTREPRENEUR MENTOR PROGRAM

Thank you for joining the Lavin Entrepreneur Mentor Program. You are starting down a rewarding and exciting journey towards mentoring students who are proud to participate in our prestigious Lavin Entrepreneur Program.

If you were not selected to be a one-on-one Lavin Mentor, you were selected to be a Mentor-at-Large. Your name will be added to the Lavin Entrepreneurship Center website and you can expect to hear from students who reach out to you, to potentially be selected to judge competitions, and to potentially be a speaker at events.

THE LAVIN ENTREPRENEUR PROGRAM

This program engages a select group of talented undergraduate students from across the campus in an unforgettable experience designed to prepare them for an entrepreneurship-oriented career. Graduates of this two year program will be able to identify and evaluate new business opportunities, understand the roles and responsibilities of an entrepreneur and to marshal and deploy resources in order to launch and build new ventures. In addition, they will develop potentially life-long relationships with their fellow Lavin Entrepreneur students, industry experts, faculty and mentors to fuel their careers.

FOR MENTORS, THIS IS A WAY TO SHARE YOUR WISDOM & TO GIVE BACK

If you were fortunate enough to have had a mentor when you were starting out, or wish you had one, imagine the outstanding role you can play in someone's life. Here is your opportunity to "pay it forward" and help someone by sharing your expertise and experiences. Being a Lavin Entrepreneur mentor allows you to engage with San Diego State University and be a part of another winning team. 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.

A GREAT MENTOR / MENTEE RELATIONSHIP IS QUALITY OVER QUANTITY

Becoming a mentor entails participating in various activities with your Lavin Entrepreneur Mentee, such as having a positive initial contact meeting and then communicating with your student at least monthly. We also strongly suggest that you find ways to directly involve your mentee into your world by allowing them to "shadow" you at a business meeting, attend a networking event with you or just grab a meal together. As a mentor, your sole objective is to help your student develop his/her skills and increase their chances for success after college.

WHAT MAKES A GOOD LAVIN ENTREPRENEUR MENTOR

- Regular contact with your mentee of at least once a month (e.g. e-mail correspondence, Skype, phone conversation, staff meetings, networking events, etc)
- Involve your mentee in some of your day-to-day business activities and endeavors
- Provide your mentee with honest advice, leadership and business knowledge. Be their "sounding board."

WHAT MAKES A GOOD LAVIN ENTREPRENEUR MENTEE

- Mentees are responsible for following up with you, their mentor, at least once a month.
- Mentees seek to learn from their mentor's experiences as a business professional, their successes and failures and their involvement with the community through their professional and nonprofessional activities
- Mentees are required to invest the time to properly experience and learn about entrepreneurship opportunities through interactions with you, the mentor.
- Mentees will be responsible for writing a two page paper at the end of each semester, documenting their experiences and the knowledge they have gained from working with you.

GETTING STARTED: ACTION ITEMS BEFORE BECOMING A MENTOR

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

To get off to a good start as a mentor, take the following steps:

1. During the summer (mid-June) before the start of a new academic year, complete a short biography about yourself of about 250 words, including a professional photo which should be on a clear white background. Send your documents to the Lavin Entrepreneurship Center Mentor Coordinator.
2. There will be a Mentee-Mentor Mixer before officially being paired with a student in early September. This mixer serves as an “ice-breaker” in order to determine if the chemistry between the mentor and mentee is compatible. We will also communicate to you on the Breakfast Mentor Meeting, which is a separate event in mid-September. This is designed for students to meet their mentors and get a chance to express their interests and future endeavors.



The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.

— Steven Spielberg



PROGRAM TIMELINE –

COMMUNICATIONS FROM THE LAVIN ENTREPRENEURSHIP CENTER

1. Recruitment of the next cohort of Lavin Entrepreneur Students (Applications; Mid-March - Early April) (Finalize interviews; Mid-April - Late April/Early May)
2. Pre-Program Acceptance (Late May - Early July)
3. Invitation to kickoff Breakfast or Small Meeting session. (Late August- Early September) (Week 2-3 of School)
4. Send out agreement and Goals and Milestones forms to all students and mentors. (Right after mentor breakfast; week 3-4 of school)
5. Organize mentor network event with students; can be hosted at the mentor's home. (Week 7-8 of school; Mid-October)
6. Semester 1 learning report (Mid December; approximately Week 14)
7. Goal and Milestone Revision/Edit (Mid January- Week Before Semester 2)
8. Semester 2 Learning report (Late April; Early May)
9. Goal and Milestone Revision/ Edit (Mid-August; before the start of Semester 3)
10. Semester 3 Learning report (Mid-December)
11. Goal and Milestones Forms are sent to all students and mentors (One week before semester 4; Mid-January)
12. Semester 4; End of Program Evaluation.

STAY ON TRACK

STUDENT MENTEE MILESTONES – The Mentee Milestones help students pinpoint their goals and what they want to gain out of their program. This is a way that allows us to track the progress of each mentee as well as be able to spot areas of improvement for each individual student.

MENTORSHIP ACTIVITIES – Mentorship activities are meant to give mentors and mentees an idea of the different activities they can partake in. Mentees can go through the list located towards the end of the guide with their mentor and decide which activities will benefit them the most.

END OF SEMESTER LEARNING REPORT – Learning Reports help the Lavin Entrepreneurship Center Directors understand how the mentees are learning in the program.

END OF PROGRAM SURVEY – All students who are in their last year of the program will be asked to take this survey before graduation. This is a way for our leadership team to gain a better understanding of how to improve the program and what areas need more attention. If time permits, we may conduct in person interviews as well.



MENTOR-MENTEE RELATIONSHIP

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. We do our best to establish productive pairings of mentors and mentees at the beginning of the program. Yet, sometimes these initial matches do not work out as we originally had hoped.

If for any reason either party to the relationship feels that the pairing is no longer productive, you should notify the designated Lavin Entrepreneur Mentor Coordinator immediately. A request for a change in the relationship can either come from the mentor or the mentee. We will do our best to make alternative arrangements for either party.

It is our intention and desire that both parties develop positive experiences and benefits from this relationship.

MENTOR GUIDE

ROLE DESCRIPTION

While the professional Lavin Entrepreneur relationship is named “Mentorship,” many mentors have characterized the relationship more like a “Coach & Athlete.” This approach recognizes that when mentees join, they are third year college students with tremendous energy and desire, but in need of a game plan, strategy and the steps to work their way towards a successful future in entrepreneurship.

REMAIN FLEXIBLE & RECOGNIZE THE “WHOLE PERSON”

Mentees are often managing classes, jobs, clubs, social life and the Lavin Entrepreneur Program. Take time to understand the “whole person” challenges, and consider sharing how you managed your time with so many competing priorities.

MENTORSHIP GOALS, MILESTONES & AGREEMENT DOCUMENTS

Take the needed time at the beginning of the mentorship to discuss and then clearly define the mentee’s goals for the program. Then establish an agreement to manage the relationship with a set of milestones and timely check-ins.



BE RESPONSIVE

If you become very busy and are unable to talk, be honest and timely with your mentee about your commitments. Reschedule your conversations or send a brief note explaining your situation and when you will be available to meet in person or talk over the phone (Skype/FaceTime/Duo, etc.)

LISTEN ACTIVELY

Listen to your mentee’s needs and goals. Clarify and update the “Goals and Milestones” documents as needed. Try to understand their strengths and weaknesses and give the best advice you have to offer.

RESPECT BOUNDARIES

Get to know your mentee on a personal level while maintaining professionalism. Meet in appropriate places that are easy to access and are in safe locations.

PARTICIPATE IN VOLUNTARY MENTOR PROGRAMS

The following mentor/mentee programs are voluntary, but can bring tremendous value to the students. Please participate if possible.

1. Mentor Orientation
2. Attend Breakfast Kick-off Meeting
 - This enables you to meet your student mentee, other mentors and the Lavin Entrepreneurship Center Leadership team. A brief overview of the program, roles, responsibilities, forms and resources are shared and discussed.
3. Host or Participate in Mentor Hosted Social & Networking Events
 - Consider hosting a social or professional event in your home or place of work.
 - You and your mentee may attend any number of casual social events that our program committee organizes throughout the year.
4. Participate in Classroom Activities
 - Mentors may be asked to conduct mentor workshops during the first and second year class times on topics based on their skill sets. Examples of workshops can be:
 - Personal media branding
 - Startup efforts
 - Social media marketing
 - Leadership development
 - Hiring employees

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. Each mentor and mentee will likely have unique ideas as to how to spend time together, where sharing knowledge from academics, work experience and networking relationships will take place. To help supplement these ideas, the Lavin Entrepreneurship



Center has gathered a possible menu of mentorship activities that may help stimulate ways of working together as a mentor and mentee. Please review the following list of possible activities to support your mentorship collaboration.

ONE ON ONE TALKS – COFFEE SHOP, LUNCH, ETC.

Schedule “one-on-one” meetings to establish clear goals, milestones and the Lavin Entrepreneur agreement. Use these opportunities to help build plans for the near and long term. Discussions may also include topics such as understanding and appreciating the mentors path to success, recommended skills, habits and life lessons.

BRAINSTORM NEW BUSINESS IDEAS

Brainstorm new business opportunities in targeted industries, technologies and services that can lead to potential, highly valuable and appreciated experiences for the mentee and mentor. If appropriate, additional persons can be invited to the brainstorming sessions.

VISIT MENTOR IN THEIR WORKPLACE ENVIRONMENT

Mentees and mentors have identified that having the student mentee join them in the workplace environment by “shadowing” them in the typical work day can be highly informative. Doing so also helps the mentee to better appreciate the complexities of running and/or managing an organization.

RECOMMEND INSIGHTFUL RESOURCES

Mentors can discuss and recommend interesting and valuable learning tools such as books, journals, magazines and video programs that have helped them become the successful entrepreneurs or leaders in their lives.

ATTEND PROFESSIONAL NETWORKING EVENTS TOGETHER

Attending professional events together can help the student mentee understand and practice how to prepare, implement and follow-up with contacts. These events are helpful for idea sourcing, job searching, sales generation, networking and building overall knowledge.

ASSISTANCE TO BUILD PERSONAL BRAND

Assist your mentee plan and develop the components of building their personal brand as an entrepreneur or professional in the field. Developing and refining their resume, LinkedIn profile, elevator speech and interview or “pitch” Q&A’s can be very helpful to have available on demand.

INTRODUCTION TO APPROPRIATE PERSONAL NETWORK CONTACTS

If appropriate and if the student mentee has earned the opportunity, introductions to the mentor’s network contacts can help the mentee broaden their connection base and grow their potential within an industry and desired profession.

PARTICIPATE IN THE LAVIN ENTREPRENEUR CLASSROOM

Mentors may volunteer or be asked to participate as a guest speaker or member of a panel to share their learnings and advice on a variety of entrepreneur topics. The Lavin Entrepreneur students are required to complete four courses over the two year program.

Note: Please suggest to the Lavin Entrepreneurship Center Leadership team any other ideas for meaningful mentor/ mentee engagement activities.

LAVIN ENTREPRENEUR PROGRAM MENTORSHIP AGREEMENT

ROLES

Name of Mentor: _____

Name of Mentee: _____

REQUIRED LAVIN ENTREPRENEURSHIP STUDENT RESPONSIBILITIES

- _____ Review Mentor and Mentee Guides
- _____ Complete, sign and submit Mentorship Agreement
- _____ Complete, sign and submit Goals and Milestone Agreement
- _____ Participate at Mentorship Launch activities

ADDITIONAL AGREED RESPONSIBILITIES

FREQUENCY AND METHOD OF INTERACTION

EXPECTATIONS OF EACH OTHER

Top 3 Expectations of Mentor:

Top 3 Expectations of Mentee:

DURATION OF MENTORSHIP

Begins _____

Ends _____

Mentor Signature (Date)

Mentee Signature (Date)

STUDENT MENTEE MILESTONES

This form is to be filled out by the mentee and shared with the mentor 5 times during the program. Completed forms are to be turned in to the Lavin Entrepreneurship Center Administration.

Check the box below to identify upcoming semester:

- Semester 1 Semester 2 Summer Semester 3 Semester 4

Milestones are designed to record the student mentee's progress and future plans. Students are required to document their milestones at the beginning of each semester. Mentees will evaluate themselves and consider their goals and milestones that they would like to reach in the following 4 areas of their life: health, professional aspirations, play and family. The goal of this worksheet is to encourage a balanced life and identify any problems before they become debilitating.

By end of (semester 1), Fall ____ (year), I would like to reach the following milestones in terms of personal development towards my goals

By end of (semester 2), Spring ____ (year), I would like to reach the following milestones in terms of personal development towards my goals

By end of Summer ____ (year), I would like to reach the following milestones in terms of personal development towards my goals

By end of (semester 3), Fall ____ (year) , I would like to each the following milestones in terms of personal development towards my goals

By end of (semester 4), Spring ____ (year), I would like to reach the following milestones in terms of personal development towards my goals

MENTOR PRELIMINARY REFLECTION

A key aspect of the Lavin Entrepreneur Program is that every one of our Lavin Entrepreneur students is assigned a mentor whom we have recruited from the local or regional business community. In ideal situations, mentors will be working with their student mentee for the duration of the Lavin Entrepreneur Program experience. In some cases these relationships can last far beyond your time in the Lavin Entrepreneur program.

Student mentees will prepare a short (maximum 3 – pages) preliminary reflection of their early encounters with their mentor. This reflection will be due mid November. The report should be maximum of 3 pages in length. A broad outline for the reflection is as follows:

- Summary Description of the Mentor – Mentees will describe the mentor’s personal, academic and professional background. What is he or she doing now? Mentees will list 3 things that impress them about their mentor.
- Description of Mentor / Mentee Activities to Date – Mentees will describe their interactions with their mentor thus far. How often do you meet? Where do you typically meet? What unique activities have they done or are planning to do with their mentor?
- Key Pieces of Advice from their Mentor – Mentees will identify and briefly discuss at least 3 pieces of advice they have received from their mentor thus far.

STUDENT MENTEE PROGRAM GOAL

This form is to be filled out by the mentee and shared with the mentor 5 times during the program. Completed forms are to be turned in to the Lavin Entrepreneurship Center Administration.

Check the box below to identify upcoming semester:

- Semester 1 Semester 2 Summer Semester 3 Semester 4

1. Describe what you want to achieve by the end of the 2-year program. Please choose one.

- Start a new company upon graduation
- Gain entrepreneur mindset and skills to join a startup upon graduation
- Learn about the entrepreneurial process and mindset to start a company in 5-10 years
- Learn the entrepreneur mindset and skills. No intention to start a company in the near future
- Other, please specify _____

2. My specific goals are:

a. By graduation, I would like to have achieved:

- 1. _____
- 2. _____
- 3. _____

b. In 5-10 years, I would like to have achieved:

- 1. _____
- 2. _____
- 3. _____

Mentor Signature

(Date)

Mentee Signature

(Date)

Please note that this is a living document and it can change anytime. Please keep your mentor informed if you want to make major decisions regarding the program and/or your ability to fulfill your agreed commitment to your goal and/or the milestones working toward your goal achievement.

LEARNING REPORT SEMESTER 1: BA 311

In this course, students will be introduced to entrepreneurship as a potential path for future career development. Entrepreneurship is about creating and building something of value. An entrepreneur is someone who creates or seizes an opportunity and relentlessly pursues it without regard to the resources currently controlled. Within the broadest definition, entrepreneurs are found throughout all facets of life. Accordingly, in this course, students will begin their journey of developing their entrepreneurial competencies and professional networks. Additionally, students will be introduced to the basics of ideation and opportunity recognition.

Using a scale of 1 to 5, please rate your perceived level of achieving the following learning outcomes. 1 meaning no progress and 5 meaning mastered.

SLO 1: Evaluate personal entrepreneurial characteristics and skill sets

1 2 3 4 5

SLO 2: Articulate types of challenges entrepreneurs face during the start-up process

1 2 3 4 5

SLO 3: Identify various paths to entrepreneurship

1 2 3 4 5

SLO 4: Develop an initial idea for a new business

1 2 3 4 5

SLO 5: Create an initial business model for pursuit of a new business idea

1 2 3 4 5

SLO 6: Establish a network to access entrepreneur expertise to use as needed

1 2 3 4 5

LEARNING REPORT SEMESTER 2: BA 312

In this course, students will continue building their entrepreneurial competencies and mindsets. The class emphasizes the utilization of entrepreneurship frameworks for business opportunity assessment and ideation and feasibility analysis techniques in ventures. Interacting and negotiating with strategic partners will also be highlighted.

Using a scale of 1 to 5, please rate your perceived level of achieving the following learning outcomes. 1 meaning no progress and 5 meaning mastered.

SLO 1. Demonstrate ideation analysis techniques

1 2 3 4 5

SLO 2. Negotiate and interact with strategic partners

1 2 3 4 5

SLO 3. Assess new product feasibility in a target marketplace

1 2 3 4 5

SLO 4. Establish a network to access entrepreneur expertise to use as needed

1 2 3 4 5

LEARNING REPORT SEMESTER 3: BA 411

In this course, students will focus on developing an idea for launching a new business venture. Throughout the course, students will engage in significant customer development activities that are designed to test assumptions based on market feedback. Using Lean Startup principles, students will learn to make pivots when appropriate, leading to multiple iterations from their original business idea.

Using a scale of 1 to 5, please rate your perceived level of achieving the following learning outcomes. 1 meaning no progress and 5 meaning mastered.

SLO 1: Create a methodology to interact with customers

1 2 3 4 5

SLO 2: Identify key business metrics of a small company start up

1 2 3 4 5

SLO 3: Present a viable business model that would support a new venture

1 2 3 4 5

LEARNING REPORT SEMESTER 4: BA 412

In this course, we will focus on company creation activities. Building upon the “iterated” business model canvas produced at the end of BA 411, students will be exposed to the types of challenges, issues and decisions that must be made while formulating their launch plan. By the end of this course, students will develop and present an investor pitch of their proposed new business venture.

Using a scale of 1 to 5, please rate your perceived level of achieving the following learning outcomes. 1 meaning no progress and 5 meaning mastered.

SLO 1. Develop a launch plan based on a pre-designed business model canvas

1 2 3 4 5

SLO 2. Present a thorough and well-designed business plan/presentation to outside investors

1 2 3 4 5



*A mentor helps you to perceive your own weaknesses
and confront them with courage.
The bond between mentor and mentee enables us to
stay true to our chosen path until the very end.*

— Anonymus

*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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