



Mentor Manual 2022

SDSU

Fowler College of Business
Lavin Entrepreneurship
Center

WELCOME TO THE LAVIN ENTREPRENEUR MENTOR PROGRAM

Thank you for joining 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. A select group of talented undergraduate students from across the campus is engaged in an unforgettable experience designed to prepare them for an entrepreneurship-oriented career. 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. We hope you are able to bring value out of this program by sharing your knowledge with students who are proud to participate in our prestigious program.



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

- Steven Spielberg

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.

1. During the summer (mid-July)

- Indicate a commitment to participate through the agreement form
- Create a 2-3 minute video giving some background and how you can help as a mentor (Optional but encouraged)
- Send in a headshot and 100-200 word bio for the website

2. Mentee-Mentor Mixers

Will serve as an "ice-breaker" to determine the compatibility with students.

In person:

Sept. 9th, 8AM - 10AM

Sept. 23rd, 8AM - 10AM

Oct. 7th, 8AM - 10AM

Zoom:

Sept 8th, 4PM - 6PM

Sept. 13th, 4PM - 6PM

3. Breakfast Mentor Meeting

After we have paired you, there will be a designated meeting mid-September that will give mentors the chance to meet the mentee they have been assigned.

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

PARTICIPATE IN VOLUNTARY MENTOR PROGRAMS

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

2. Be involved in the Mentor/Mentee matching process.

3. Attend 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.

4. 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 the committee organizes throughout the year.

5. Participate in Classroom Activities

- Personal media branding
- Startup efforts
- Social media marketing
- Leadership development
- Hiring employees

6. Volunteer to be a guest speaker for the Entrepreneur Society



MENTOR GUIDE

As a mentor, your sole objective is to help your student develop his/her skills and increase their chances for success after college. 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 gutterfield@sdsu.edu or the Executive Director at adenoble@sdsu.edu

- Discuss and clearly define the mentee's goals for the program.
- Establish an agreement to manage the relationship with milestones and check-ins.
- Participate in various activities with your Mentee and maintain regular contact.
- Be honest and timely with your mentee about your commitments.
- Provide honest advice, leadership, and business knowledge. Be their "sounding board."
- We encourage you to involve your mentee in some of your day-to-day business endeavors
- Allow students to speak with you about both their business and personal lives to help build a stronger connection while maintaining mutual respect.



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.
- Helping the mentee 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.
- Consider the mentee's interests and passions to tailor suggestions.

Mentor Workplace Visit

- Helps them 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.

Recommend Insightful Resources

- Recommend learning tools that have helped you become successful.
- Pick a book to read or podcast to listen to together and discuss

Attend Professional Networking Events Together

- Perfect opportunity to teach mentees how to articulate their experience and present themselves to new potential business contacts.
- Helpful for idea sourcing, job searching, sales generation, and building knowledge.

Assistance in Build Personal Brand

- Introductions to the mentor's network if the mentee has earned the opportunity.
- Assign activities that improve professional skills and/or entrepreneurial competencies.

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 business venture.



LAVIN ENTREPRENEURSHIP MENTOR PROGRAM WORKSHEET

Roles

Name of Mentor: _____

Name of Mentee: _____

Lavin Entrepreneurship Mentor Responsibilities

- Review Mentor Guide
- Sign and Submit Mentorship Agreement

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

lavincenter.sdsu.edu

A GLOBAL LEADER IN ENTREPRENEURSHIP

SDSU

Fowler College of Business

Lavin Entrepreneurship
Center