



Business Mentor Info Sheet

YEA! Chicago 2023-2024

Mentors work with Young Entrepreneurs Academy student businesses to assist in the creation of their business plans. For ten weeks, mentors provide guidance and feedback as students think through all aspects of their business creation, write their business plans, and prepare their Investor Panel presentations. Mentors commit to 6 weekly class visits of 60 minutes each, with continued out-of-class support through email and several optional involvement opportunities.

Before committing to this volunteer opportunity, please carefully review the involvement dates/times to ensure your availability:

Name	Date	Day	Time	Location	Topics	Mandatory	Optional
Power Rounds Idea Generation	11/1/23	Wednesday	5:30-6:30pm	Virtual	Speed Dating for Student Business Ideas		x
Business Mentor Orientation	1/3/24	Wednesday	5:30-6:30pm	Virtual	Mentor Training & Weekly Breakdown	x	
Mentor Visit #1	1/24/24	Wednesday	5:30-6:30pm	Virtual	Intro and Business Plans	x	
Mentor Visit #2	1/31/24	Wednesday	5:30-6:30pm	Virtual	Business Plan Review & Financial Plan	x	
NO MENTOR VISIT (CEO Roundtable)	2/7/24	Wednesday	5-7pm	TBD Downtown	Special Event Please join us!		x
Mentor Visit #3	2/14/24	Wednesday	5:30-6:30pm	Virtual	Business Plan Review, Marketing, & Financial Plan	x	
Mentor Visit #4	2/21/24	Wednesday	5:30-6:30pm	Virtual	Business Plan Review, Investor Pitch Presentation	x	
Mentor Visit #5	2/28/24	Wednesday	5:30-6:30pm	Virtual	Business Plan & Investor Pitch Presentation	x	
Mentor Visit #6	3/6/24	Wednesday	5:30-6:30pm	Virtual	Business Plan, PPT, & Speech Cards Review	x	
Dress Rehearsal	3/13/24	Wednesday	4:30-7pm	3rd Floor Tenant Lounge 444 N Michigan Ave	Pitch Presentation Run-Through at Venue		x
Investor Panel	3/20/24	Wednesday	4:30-8pm	7th Floor Teknion Showroom 800 W Fulton St	Final Pitch Presentation for Seed Funding		x

Mentor Goals and Expected Outcomes:

- ◆ Assist students in thinking through all aspects of a business plan.
- ◆ Provide guidance and feedback as students conceptualize ideas.
- ◆ Keep students on track and help them meet deadlines.
- ◆ Review business plans and make edits, changes, and suggestions.
- ◆ Review PowerPoint presentations and make edits, changes, and suggestions.
- ◆ Compare PowerPoint presentations and business plans for consistency.
- ◆ Connect students with other business professionals.

**Mentor Responsibilities:**

- ♦ Mentors should advise students, ask them the right questions, and guide them through the process of developing a business plan and preparing Investor Presentation PowerPoints.
- ♦ Mentors should set objectives and timelines for the students and should critique and edit their work. Business Mentors are a very important part of the business plan writing process.

Please Note: Although mentors will be following up with students and reviewing their business plan and presentation materials weekly, the Instructor and Program Coordinator will work to make sure that all assignments are being completed in a timely fashion. The Instructor and Program Coordinator will also be viewing each business plan on a weekly basis to ensure that everything is on track.

Mentor Activities by Week**Mentor Visit #1**

- ♦ Introductions
 - › Have each business mentor go before the class and give a brief introduction. This should include their name, title, and a brief description of their business experience.
 - › Introduce the mentors to their business groups
- ♦ Business Plan Review
 - › Ask leading questions about organization, goals, and expected outcomes
 - › Review Company Summary, Product/Service Description, Market Research, and Strategy & Implementation sections
- ♦ Management Summary
 - › Management Roles
 - › Supplies & Suppliers
 - › Outsourcing

Mentor Visit #2

- ♦ Business Plan Review
 - › Review changes to sections discussed last week
 - › Edit Management Summary
- ♦ Financial Plans
 - › Establish realistic financial plans & projections
 - › Review all financials

Mentor Visit #3

- ♦ Business Plan Review
 - › Review changes to previous sections
 - › Edit Financials
- ♦ Financial Plans
 - › Monthly Operating Costs
 - › Projected Income Statements



- › Start Up Investment
- › Financing Strategy
- ◆ Executive Summary

Mentor Visit #4

- ◆ Business Plan Review
 - › Review changes to previous sections
 - › Complete Financials
 - › Edit Executive Summary
- ◆ Investor Panel Presentation
 - › Presenting a business plan
 - › Begin Investor PowerPoint Presentation & Speech Cards

Mentor Visit #5

- ◆ Business Plan
 - › Final edits to Business Plan
 - › Review PowerPoint Presentation and Speech Cards
- ◆ Marketing Plans
 - › Establish realistic marketing plans, incorporate into Business Plan
 - › Present PowerPoint Presentation and Speech Cards

Mentor Visit #6

- ◆ Business Plan
 - › Complete Business Plan
 - › Final review & edits to PowerPoint Presentation and Speech Cards
 - › Practice Presentation and review for Investor Panel
- ◆ PowerPoint
 - › Effectively presenting your message
- ◆ Speech Cards
 - › What to emphasize, selling yourself, and your business