

Roles of a Mentor

A *mentor* is an individual with expertise who can help the Mentee to develop their business.

Mentors are expected to help entrepreneurs navigate their way from existing Business status to Growth/success/profitable business. Mentors would be like role models to the Mentee and will always project high standards of professionalism and a positive attitude.

Role as mentor can be any of the following based on the requirement of the Mentee:

- Provide advice on business development and Growth.
- Support the Mentee in getting funding.
- Networking.
- Monetization of Products/Solutions –Guide on additional revenue streams
- GoToMarket (GTM) strategy
- Marketing strategy and planning
- Building a eco system
- Provide support and encouragement
- Be a sounding board
- Encourage self reflection
- Help mentees identify areas for development.
- Guide Mentee to set targets and to achieve their Goal.

It is well understood that the Mentor will maintain confidentiality of Mentee and their data.

Roles of a Mentee

Mentees are expected to take an active role in their own development by identifying and sharing their needs, being receptive to feedback, setting realistic goals with their Mentor, contributing ideas, asking questions, communicating effectively and being respectful.

Meanwhile, the Mentees have their responsibilities, including:

- Schedule Mentor Meetings
- identify initial learning goals and measures of success for the mentoring relationship
- be open to and seek feedback
- take an active role in their own learning and help drive progress

- follow through on commitments to make sure you achieve your Business/ Development goals.

Role of eMerg

- Evaluation of the entrepreneur requirement
- Right pairing of Mentee and Mentor.

Stages of Mentoring

1. **Introductory Stage:** This meeting would be set up by eMerg (Mentor Program Coordinator), which would be free of cost. This would be a 2 – 4 hours session between the Mentee and Mentor to assess each other and decide if they want to move ahead. Infact both parties seek a positive relationship that would justify the time and effort required for mentoring
2. The **Mentoring Stage** – eMerg Mentor Program Coordinator(MPC) connects the Mentor and the Mentee. Mentor and Mentee jointly formulate a Goal they need to achieve during this mentorship program. Time duration for the program is finalized. Both Mentor and Mentee promise their exclusive time. Suggested time duration for any Mentor Program – 6 months. There would be minimum 4 sessions over the mentioned period. Can vary depending on the efforts needed. Both of them enter into a mentoring relationship by signing an NDA/confidentiality agreement.

If for some valid reason the Mentor Mentee relationship is not established they will inform eMerg MPC through an email. MPC will evaluate and either provide the Mentee with another Mentor or discontinue the program

3. The **Concluding stage** generally describes the end of a mentoring relationship. The relationship will end after approximately after 6 months. The Mentee can decide if she would want to extend the Mentorship program for another 2-6 months. This decision would be informed to eMerg.

(please advice if it makes to have this document signed, given an example below)

Mentor

Mrs. Anjana Vivek

Mentee

Mrs. Simi Garewal

Witness –

eMerg Founder President

Mrs. Uma Reddy