2019 Spring Cohort

I-Corps Mentor Briefing
The Role of Mentors

• Hard to fill
• Volunteering your time
• Long term relationship
• Powerful advocate
The Role of Mentors

What are your Responsibilities?

• Challenge
• Keep the team on track
• Discourage shortsightedness
• Interpret the language of business
• Hold information in confidence
Relentlessly Direct Teaching

- This class pushes...may feel harsh and abrupt
- It’s designed to create immediate action in time-, resource-, and cash-constrained environments
- Pace and the uncertainty accelerate as the class proceeds
Road to Success Has Many Turns
Failure Modes

- Over-delegation
- Under-delegation
The Role of Mentors

Help the team discover and utilize their own social network
The Role of Mentors

Teach them how to get meetings
The Role of Mentors

Teach them how to listen, not sell
If You Don’t Listen and Learn Quickly
The Role of Mentors

Teach them how to think past the technology to the business model

Provide specific actionable advice; do not be vague
The Role of Mentors

Teach them how to Iterate and Pivot
What’s Not the Role of Mentors

• Doing all the outside building discovery
• Selling when you should be listening
• Innovating the business model by yourself
Mentor Checklist

- Get the team to:
  - Make customer contact goals each week
- Talk to the PI & EL at least once a week
- Review team weekly presentation *before they present*
- You own identifying and correcting gaps in their business knowledge
  - Your teaching team is here to help
Mentors Are Extensions of the Teaching Team

Welcome Aboard!!!