

Why?
Why not?
In addition to that...?

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Today's Session

- Introduction (5 minutes)
- Three questions
 - Write down your answers (2 minutes)
 - Share your most important answer, going around the room (8 minutes)
 - Brief discussion of each question (5 minutes)
- Discussion and Conclusions (10 minutes)

Question 1

- A. What do you wish someone had told you while you were building your business?
- B. What do you wish someone would tell you right now about how to build your business?

Question 2a

A. What did you learn as you were building your business that you want to share with someone you mentor?

Isolate product from invention, focus on something attainable

Commercialization plan runs parallel to technology development

Value in nurturing individual sponsors

Closing on deals

Team – technical and financial (take a course in business accounting)

Know the market

Focus on management team, BoD, Scientific and Tech Advisory board

Have an outsider confirm market and demonstrations

Develop contact base

People – hiring, terms of employment, facilitation

Question 2b

A. What do you want to learn from a mentor?

Question 3

A. What is the role of a mentor?

B. What is the role of a mentee?

Response from Audience (Mentor)

Ability to discern next step

Downside – Direction – Navigator/Co-pilot

Encourage

Answer Questions

Role model – values

Understanding – Ask

Share mistakes

Engage

Response (Mentee)

Listen

Supply credible & acceptable direction

Pilot

Learn from

Willing to share information

Act and take advice

Discussion and Conclusion

- How does being a mentor or mentee differ from running a business?
- How can E-3 assist mentors and mentees?
- Key next steps
 - Learn your style and that of others
 - Learn to ask questions and apply the answers

Some Useful Resources

- How to Win Friends and Influence People
- How I Raised Myself from Failure to Success in Selling
- Personality Plus
- Personality Profile
- The Great Connection
- The Go-Getter
- The Richest Man in Babylon

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