

Why is mentoring essential for entrepreneurs and entrepreneurship programs?

By Thomas Mathiasen



What is mentoring

"Mentoring is help given by one person to another in making significant transitions in knowledge, work or thinking."

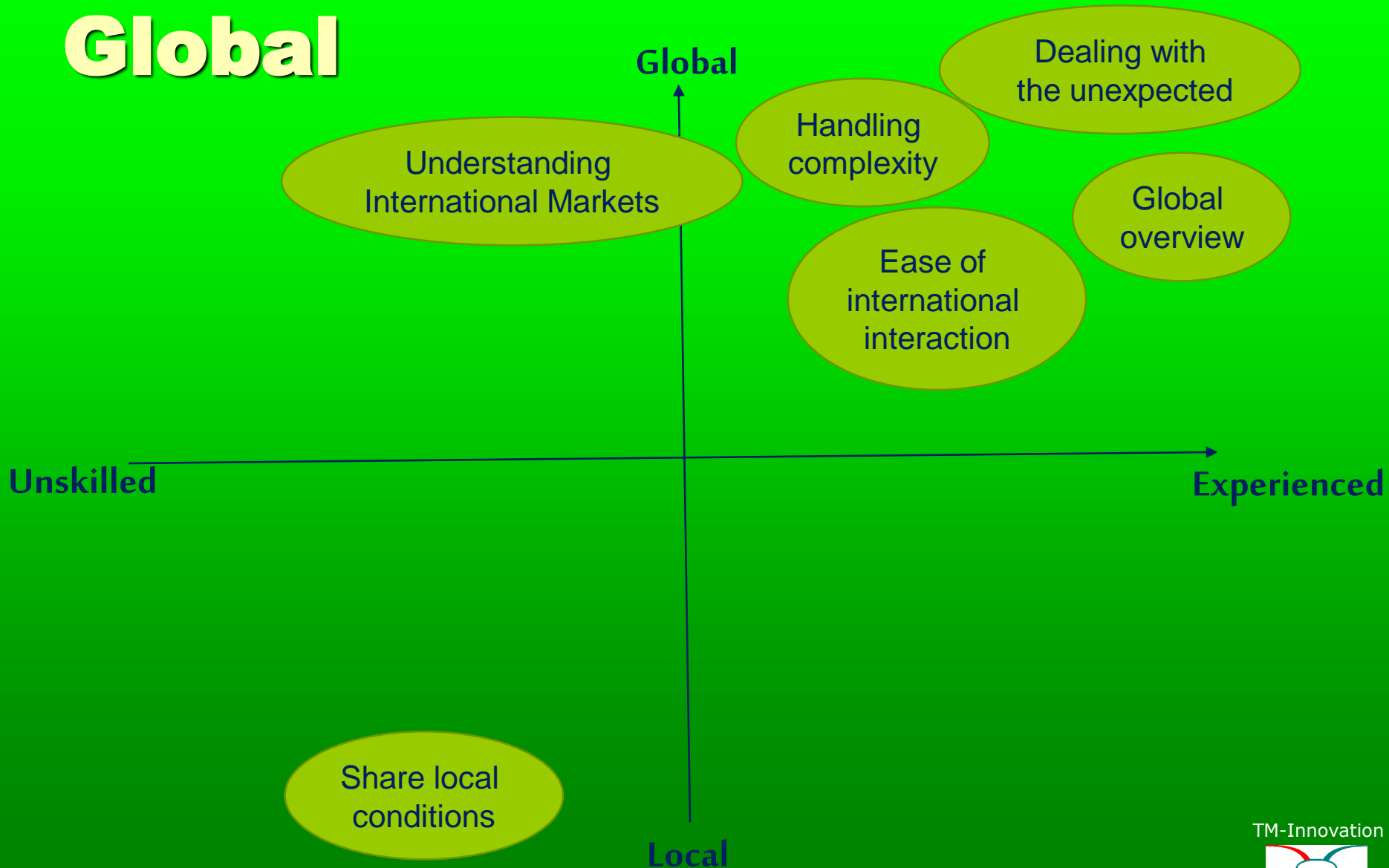


4 headlines of this presentation

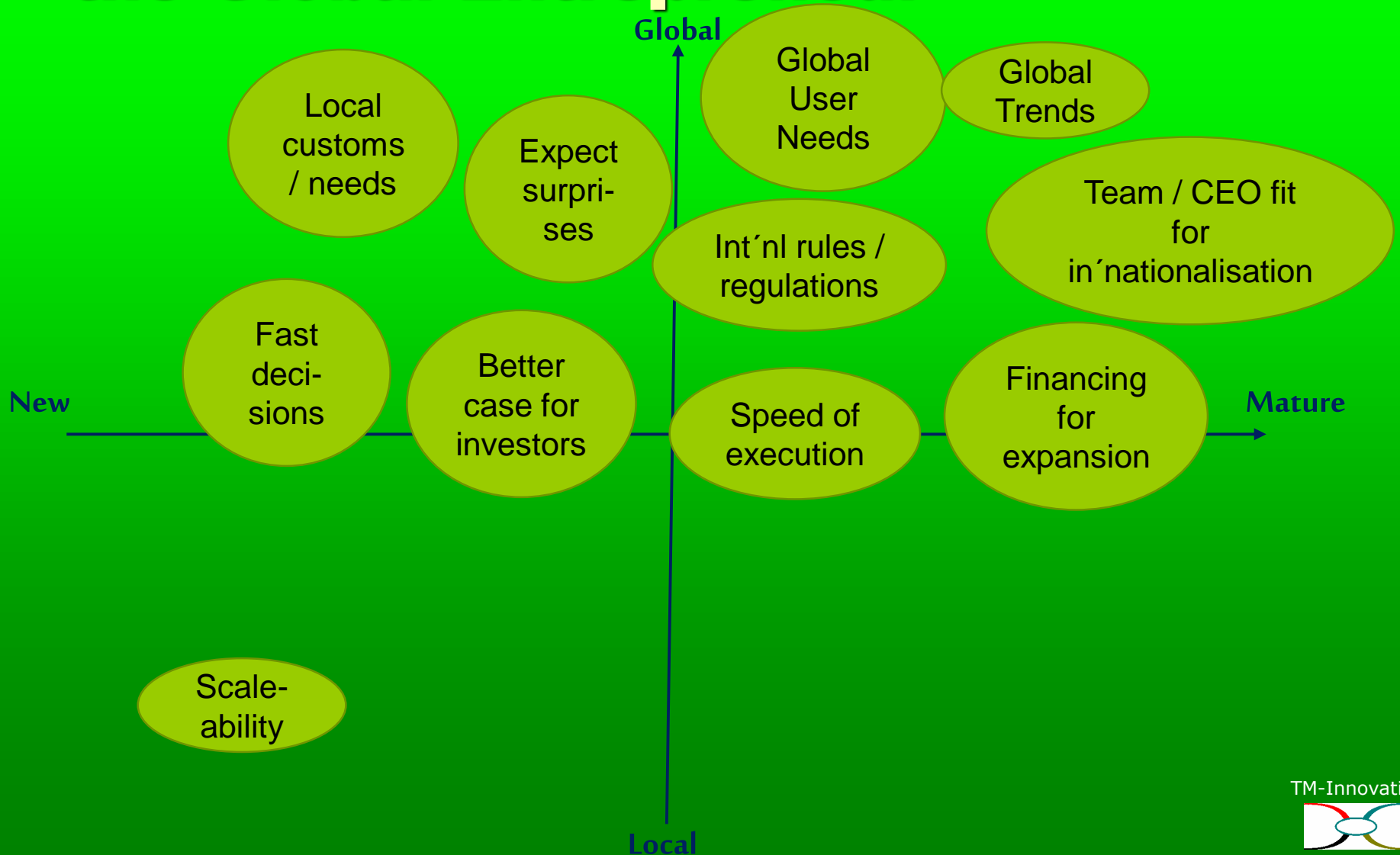
- What is the role of mentors in entrepreneurship?
- Mentoring in practice
- How to set up mentoring programs and integrate it into entrepreneurship programs
- Mentoring programs experience in the EU



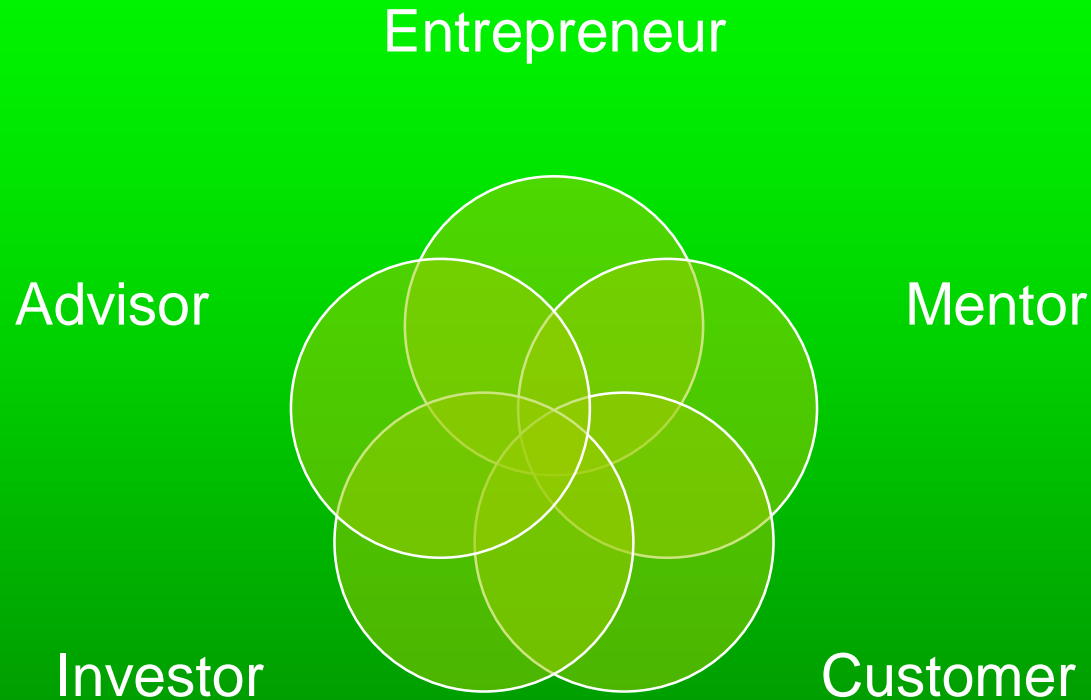
Mentors – from Local to Global



Global Mentors - cover the needs of the Global Entrepreneur



Mentors act and create value in a network



Global Mentor – NABC

Analysis

Need	Startups:	Investors:	Large business:	Global Mentor Network:
	<ul style="list-style-type: none"> • Reduced risk • Quicker execution • Understanding international markets • Network 	<ul style="list-style-type: none"> • Better cases 	<ul style="list-style-type: none"> • Best Startups (for more customers / better revenue) • New technologies / services / products 	<ul style="list-style-type: none"> • Professionalism • Revenue • Approval
Approach	High ranking mentors / global mentors, regional, local mentors			<ul style="list-style-type: none"> • Formal network • Training • Competency description
Benefit / Cost	Provide experience and complex knowledge	<ul style="list-style-type: none"> • Reduced risk • Quicker to market • i.e. increased revenue 	<ul style="list-style-type: none"> • Good mentor panels attract good startups • Travel • Fee • Selection of best teams 	Professionalized sector
Competition	Entrepreneurs "giving back"		<ul style="list-style-type: none"> • Own advisors • "Free" mentors 	<ul style="list-style-type: none"> • Free mentors • Local Mentors • Investors



Mentoring programs

IBM Global Entrepreneur



startupbootcamp



**INNOVATION
PROGRAMMES**



**Keep in mind:
The success of the
entrepreneur is at the center of
what we do.**

谢谢你听

