

# BE A MENTOR

Mentorship is one of the most valuable parts of SMARTstart



Your future-self will *thank* you.  
<https://highwood.albertacf.com/services/smartstart>

**SMARTstart**  
setting your business up for success

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## About the Mentorship Program

Mentorship is an opportunity for experienced business owners to give back to a new or soon-to-be business owner. The goal is to increase the likelihood of success for local aspiring entrepreneurs by providing mentoring and guidance over an 8-month timeframe. Mentorship is just

## Who Should Mentor?

Experience running a business for more than 7 years (Retirees welcome)

Approximately 30 hours (spread over 8 months) to volunteer their time with a new entrepreneur

Understand and value the importance of business planning



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Mentors provide support and input as the entrepreneur builds their business acumen. The Mentor's role is to guide, not solve problems, or take on the entrepreneur's business dilemmas.

- Commitment of 30 hours over the 8-month period, minimum 14 hours with the entrepreneur
- Willing and able to attend a mid-point check in and a one hour wrap up/evaluation
- Make a commitment to a minimum of three, one hour in-person meetings and be in regular touch by phone or email with entrepreneurs
- Agree to establish goals/objectives/strategies with the entrepreneur and track progress
- Attend the in-person Welcome Event, Celebration Event and at least one Peer-to-Peer session
- Be instrumental in assisting the entrepreneur as they create a plan (business, feasibility or strategic). The mentor reviews drafts of the plan (and financial statements) and provides timely feedback to the entrepreneur.
- Be willing and able to promote and spread information on the SMARTstart program.

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## How Does It Work?

Mentors are paired with an entrepreneur for the duration of the program. Matching is based on the Mentor's strengths and the Entrepreneur's needs. Before they are paired, Mentors and Entrepreneurs have an opportunity to meet at a networking evening. Once paired, the first task is to complete a Mentor-Entrepreneur agreement to outline expectations, goals and work out other details about the relationship.

## How Do I Become a Mentor?

Mentors are chosen through an application process.

Remember when you were just starting out in business? Your enthusiasm, the long hours and just how much you wished you had someone to bounce your ideas off?

SMARTstart is your chance to share your wisdom, business expertise and lessons learned with entrepreneurs who are just getting into the game.



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