**NAWBO NYC**

**Mentoring Program 2016-2017**

**Mentee Application Form**

Welcome! We are thrilled that you are taking a proactive step to develop your skills and take your business to the next level. We have great mentors, whom we interview and select thoughtfully. We are very careful when matching mentors and mentees, so that together the pair can make the most progress in the areas desired by the mentee.

In addition to basic personal and business information, in this application we ask you, as a prospective mentee, for some specific detail and in-depth understanding, so we can make the best possible match with someone from our pool of great mentors.

The Mentoring Program runs for nine months, starting October 1st and ending June 30th. There is a kick-off event in October and a Graduation Dinner in June at the end. We have a couple of great interactive workshops during the year, which are anticipated to be held in December and February/March.

Mentor/mentee pairs are expected to commit to the Program with particular goals agreed at the beginning and tracked during the Program. Both participants *must* make themselves available to work together for 3 hours per month. At the beginning of the program, these meeting should be in person, as the mentee and mentor get to know each other. Later on, Skype and phone meetings can replace some of the in-person sessions.

You need to have been in business two years before the start of the Program to be eligible. If you are selected to participate in the Program, you will need to a Premier NAWBO NYC Member by the start of the Program. The cost of the program is $350 for the mentee.

All information you submit in this application will be treated as confidential. Please complete this application and email it to [info@nawbonyc.org](mailto:info@nawbonyc.org) before July 15, 2016. We will reach out to speak with you as part of the application process after that.

Thank you and we look forward to getting to know you.

**BASIC INFORMATION**

|  |  |
| --- | --- |
| Name |  |
| Email Address |  |
| Cell Phone |  |
| Business Name |  |
| Website Address |  |
| Business Address |  |
| Business Phone |  |

**BUSINESS INFORMATION**

|  |  |
| --- | --- |
| Product/Service Offering Description |  |
| Tagline and Elevator Pitch |  |
| Years in Business |  |
| Percentage Ownership |  |
| Annual Revenues |  |
| Workforce and mix -  number of employees and or freelancers |  |
| Partners/Strategic Alliances in progress/place, if any |  |
| Ideal Client (if known) |  |
| Competitive Strengths |  |
| Areas for Development |  |

**MENTOR-MATCHING RELATED SPECIFICS**

|  |  |
| --- | --- |
| What do you consider your strengths in relation to your business? |  |
| What do you consider your weaknesses or areas that your business would do better if you got some help with? |  |
| Where do you think a mentor could help you grow as a business owner? |  |
| What are you looking for in a mentor – such as specific strengths, expertise, experience? |  |
| What are any specific goals that you would like to achieve by the end of the Program? |  |
| What kind of working style do you have, such as: very proactive OR engaged but like to be prompted OR prefer someone who gives detailed tasks to be completed? |  |
| What else can you tell us that will help us match you with the right mentor? |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Areas You Would Like Help With** | Very Important  to focus on | Quite Important attention needed | Would like some support | Not needed, I’m good at this! | I haven’t focused on this yet |
| Business Plan Tracking / Review / Reworking |  |  |  |  |  |
| Financial Planning / Budgeting / Accounting |  |  |  |  |  |
| Strategy / Strategic Planning / Growth |  |  |  |  |  |
| Branding / Telling your story / Positioning |  |  |  |  |  |
| Sales / Presentation Skills |  |  |  |  |  |
| Marketing and Public Relations |  |  |  |  |  |
| Business Development, Partnership Building, Negotiating |  |  |  |  |  |
| General Operations / Back Office Organization |  |  |  |  |  |
| Setting and Meeting Objectives |  |  |  |  |  |
| Media Presence and Public Speaking |  |  |  |  |  |
| Leadership - Internal and / or External |  |  |  |  |  |
| Managing/hiring employees/ freelancers, workforce-related |  |  |  |  |  |
| Time Management |  |  |  |  |  |
| Other area of specific expertise \_\_\_\_\_\_\_\_\_\_\_\_\_  (Please describe) |  |  |  |  |  |