



## **NAWBO NYC Mentoring Program 2017-2018**

### **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 1<sup>st</sup> and ending June 30<sup>th</sup>. 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 meetings 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 be 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 Sept. 15, 2017. 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?	



<b>Areas You Would Like Help With</b>	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)					