

## Mentoring Design and Ideas for ELC Members

SUU's entrepreneurship mentoring process is designed to engage and develop students with valid business ideas from inception to successful profitability. In addition to the valuable individual work ELC members do in one-on-one mentoring, there is a structure and purpose to the events and competitions as we progress through the school year. (Event dates may differ from year to year.)

- **October:** *Southern Utah Speed Pitch*. This is the highest-profile event of the year, and is open to students and members of the community, and is attended by the Governor and other high-profile entrepreneurs across the state. Funded by State Bank of Southern Utah.
- **November:** *High School Pitch*. The goal of this competition is to encourage High School students near SUU to start and grow entrepreneurial endeavors.
- **February:** *Opportunity Quest*. One main goal of this event is to identify student entrepreneurs at the early stages of their entrepreneurial journey. Open to all students across campus, the winner represents SUU at the statewide Utah Entrepreneur Challenge. Funded by Zion's Bank.
- **April:** *S4 or Polished Pitch Competition* will determine which students will be offered significant funding from the ELC Operations Budget and intense mentoring in the Summer Accelerator program. This is an invitation-only, intimate event with the biggest cash prize and the most meaningful interaction with students.
- **August:** *ELC Summer Retreat* This event is for ELC members to have fun and learn from each other, including their insights into mentoring students.
- **Various:** *Speed Mentoring Events*: Designed to reach students from across campus to talk through how to move an idea towards a reality. Students are identified and introduced to the Entrepreneur in Residence for further development
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### Please consider the following guidelines in your mentoring efforts:

1. Students need to refine their pitches and ideas. From an initial idea speed meeting to qualifying them for Opportunity Quest, the Utah Entrepreneur Challenge to S4.
2. These Students need training in sales and speech. They're the King of their product!
3. All of us can and should help/support through giving advice to any student in need. You will do amazing with any student that you take on. We have total confidence in your mentorship & personal skills.
4. Both you and the student need to speak the same language of Lean Startup Principles and Business Canvas presentation methods.

5. Remember, it's ultimately about the students and getting something going. It's CRITICAL to quickly help these student march to success ASAP.
6. DON'T build the business for the student, mentor and talk through it with them. Help them through the process in logical steps. Teaching, learning and acquiring experience is the goal with each student entrepreneur.
7. Your mentoring does not exclude others from participating and investing in the future. The ELC is a support group for our students and for you as a member. If you need help with a student project – engage another qualified ELC member or ask for help from a member of the board, or from the Entrepreneur Center Faculty and Staff.
8. Ultimately, the student must want it and engage. But we cannot and should not force them to. If they don't engage and charge after it themselves, then obviously they are not a good fit for competing and not worth pushing toward a competition.

**The Student must always come first.**