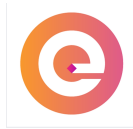


# Enter Edtech Mentoring Playbook



Enter Edtech Mentoring Playbook

2022-2023

## Mentoring process in a nutshell

Welcome Enter Edtech mentors and teams to enjoy the mentorship process and get the most out of it! This Playbook contains information for both the mentors and the teams, reason for that is that we want to be open and want all parties to understand what the rules and principles of Enter Edtech mentoring process are.

# Playbook for Mentors

## What are the benefits of being a mentor?

- Access to the pool of new talent creating new EdTech solutions participating to Enter Edtech program.
- Invitations to the Enter Edtech events.
- A mentor profile on Enter Edtech web pages.
- Becoming a part of big Edtech family of startups, education professionals, corporates and business coaches
- Doing good. Helping an aspiring team on their journey to create new Edtech solutions.

## What do we ask you to commit to?

- Securing enough time for the mentoring meetings, preparation for them, and communication with the mentees.

*As a Subject Matter Mentor, you may spend 0-4 hours a month depending on the startups' needs.*

*If you choose to be a Lead Mentor for a team/startup, we ask you to commit to giving the mentee at least 4 hours per month during the Enter Edtech Program (e.g. two face-to face meetings + phone calls or emails). We also appreciate if the mentorship relationship continues after the end of the program with a smaller time commitment.*

- Being active in mentoring process: participating in the events, answering questions through Mentor emails, helping teams/startups with their requests etc.
- Provide Enter Edtech with information required (bio, photo etc.).

*We ask you to keep Enter Edtech Program informed of any changes in your status (email, phone, country/city etc.) and letting Enter Edtech know if you wish to be removed from the Mentor's pool.*

- Giving feedback to Enter Edtech to help to develop it further.

## Mentorship activities

Mentoring: Lead Mentor and Subject Matter Mentor; matchmaking

All Enter Edtech mentors are important, roles can roughly be divided into Lead Mentor and Subject Matter mentor role.

A Lead Mentor decides to mentor a specific team/startup during the Enter Edtech program. Lead Mentor commits to giving the mentee at least 4 hours per month (e.g. two face-to face meetings + phone calls or emails according to mentor's timetable and joint agreement between the mentor and the startup). We also appreciate if the mentorship relationship continues after the end of the program with a smaller time commitment.

Subject Matter Mentors commit to help whenever they're asked and can be helpful. As a Subject Matter Mentor, you may spend 0-4 hours a month depending on the teams / startups' needs and your availability. The focus of Subject Matter Mentor is of course your subject matter expertise.

Enter Edtech site will facilitate the matchmaking between the teams and the mentors based on the startups' needs and mentors' background and interests, but mentors can also initiate the matchmaking process and are encouraged to do so, if they see a startup in need of their expertise or if they are especially interested in a specific startup. Mentors can choose startups during the Meet the Mentors

event (if that is organized by Enter Edtech site) or through the portfolio of the Enter Edtech teams sent in the beginning of the program.

Mentors can use facilities and related services (printing, coffee etc.) free of charge for mentoring meetings at Enter Edtech affiliate site premises.

Mentoring work is done with best effort, nor Enter Edtech or the startup team mentored will keep the Mentor liable for any information and advice passed to the startup.

Mentor training (optional)

Mentor training can be organized for Enter Edtech mentors to develop their mentoring skills. During the event Enter Edtech have an expert introducing one of the themes important for mentoring, and after that you'll be able to share best practices, challenges, and examples from your own experience and ask questions from others. You'll get to know how others are organizing mentoring and learn from each other.

The training is best organized right before the (optional) Meet the Mentors event.

Mentor emails

Enter Edtech site X will be sending you Mentor emails 1-2 times a month with mentoring updates, requests and questions from the teams/companies and inviting mentors to events. This is an easy way for you to do the ad hoc mentoring whenever you see that you can help. The emails will contain the following:

- News from our teams/startups
- Mentoring needs (e.g. "Team A needs a quick advice on gaming industry. Anyone available for an hour meetup?")
- Team questions (e.g. "Teams are asking for your recommendations about the marketing companies. Please share.")
- Startup requests (e.g. "Startup B is hiring a Developer. Please share in your networks and let them know if you know anyone suitable.")
- Invitations to events and trainings (e.g. "You are welcome to participate Final pitches of the teams on ... June.")

We encourage you to read the email updates and actively answer questions posted by the startups at the Babele site.

Feedback

In the end of the program we will be asking for your short feedback, including:

- which teams have you mentored
- your availability in the future / any changes (your interests, contact info etc.)
- open feedback about the mentoring process: what worked well; what should be developed; how can Enter Edtech site help you

First steps when becoming an Enter Edtech mentor

Becoming an Enter Edtech mentor always should start with meeting someone from Enter Edtech site staff. We'll tell you about Enter Edtech, the teams, the mentoring program, and will hear out your background and motivation.

At least the following topics should be covered at the meeting:

- tell about yourself and your experience
- why do you want to be a mentor at Enter Edtech
- what are the areas you can mentor startups in (and choose between business/technology/pedagogy for our categorization)
- what is your availability; are you interested to be a Lead mentor or Subject Matter mentor (or both)
- contact details: your email, phone, location

After the meeting we'll ask you to send us your photo and a link to LinkedIn profile for the website.

## Welcome to Enter Edtech family!

If you have any questions, suggestions, challenges, or just want to have a chat, please do not hesitate to contact your Enter Edtech site X with the following contact details: 😊

### Mentoring tips

How to create a good mentoring relationship? What should I say at the meetings? What if I encounter a problem? Here are some useful materials and tips for you:

- A very good article on [characteristics of a good mentoring relationship](#).
- [The Mentor Manifesto](#) by David Cohen.
- [Mentorointiopas](#) (in Finnish).

Mentoring is about sharing experiences with someone who has chosen to follow a similar path. A good mentoring relationship is based on mutual trust and respect, which can be sustained only if both parties are committed to enforcing them. Just like with any other informal connection, it is a two-way street rather than a customer-producer relationship. It can be elevated or ruined by either party. And it is good to remember that mentors are volunteers who are willing to give their time for a good cause, for which they are not expecting much in return. Just try to be decent and nice and try not to demand too much from your mentor or mentee.

Here's a short list of reasonable expectations for a mentor:

(List translated and adapted from: <http://www.kansalaisareena.fi/mentorointiopas2012.pdf>)

<i>What mentors are expected to do</i>	<i>What mentors are not expected to do</i>
<ul style="list-style-type: none"><li>● Listen. Listen. Listen. And try to understand.</li><li>● Share their knowledge in an appropriate way</li><li>● Question and challenge your assumptions</li><li>● Be honest and try to remain objective</li><li>● Respect schedules and agreements</li></ul>	<ul style="list-style-type: none"><li>● Do the work for you</li><li>● Make decisions for you</li><li>● Talk with you all the time</li><li>● Give answers to all questions</li><li>● Give only positive and encouraging feedback</li><li>● Replace a boss</li></ul>
<i>What mentors can also do</i>	<i>What mentors cannot do</i>
<ul style="list-style-type: none"><li>● Offer tips &amp; connections for expanding your network</li><li>● Help to learn through examples</li><li>● Help to identify business goals</li><li>● Help to resolve professional conflicts</li></ul>	<ul style="list-style-type: none"><li>● Set goals or make demands for you</li><li>● Solve problems or conflicts for you</li><li>● Babysit you</li><li>● Teach you everything you need to know</li></ul>

### Mentoring tips:

*What if I receive too many questions and I can't reply everyone?*

You are a volunteer, no-one expects you to overload yourself. Share your knowledge and wisdom within your own limits and schedule.

Use the availability feature to efficiently control your time. It is made for this purpose.

If your workload becomes overwhelming regardless of all of the above, please contact Mesensei support to hide or remove your profile.

*What if I'm presented with questions I can't answer?*

It is special kind of valuable wisdom to know what you don't know. Sometimes the best answer to a mentee is to suggest they try to find the answer elsewhere.

It's very valuable to direct mentees to other persons with better knowledge of that topic eg. within the network

*How do I respond if I'm asked questions outside the scope of the mentoring program?*

A mentoring relationship may include a variety of topics from life in general to matters of the universe and everything in between. As the experienced party you set the boundaries for the interaction.

If however you feel that the discussions are moving to an area you do not want to address or you feel uncomfortable, do not hesitate to ask for support from your Enter Edtech contact person.

*What about the confidentiality of the discussions?*

Mentoring relationship is not an official relationship and as such it is not subject to special confidentiality obligations common in certain industries. You conduct the discussions a private citizen subject to the standard laws and practices governing the confidentiality of private telephone and written correspondence. If the discussions move to sensitive business secrets we recommend to sign an NDA / other professional contract.

## Playbook for Enter Edtech Teams

Why should I get a mentor?

As one of the startups put it: "We've got incredible help from our mentors, I wish we were even more active in talking to more of them". What do you get from mentors:

- help and support with your product idea / startup journey
- advice on specific topics that you are lacking experience in
- wide networks and good connections

What do I commit to?

As you may have read from the Mentors' Playbook, the mentors work on a volunteer basis. Mentors are busy people and they can give us a limited amount of time. Please value whatever time they offer to you and respect it by not coming late or skipping the meetings without letting the mentor know. Remember that the mentors are not there to do free work for you or answer all your questions, they are there to guide you.

You are also in charge of making the mentorship successful by being active in what mentors you want to meet. If the mentorship relationship doesn't work, it's your responsibility to let us know, and we'll look for a different match for you.

If you want to talk/meet a particular mentor, but he/she doesn't answer to your messages, let us know! We'll contact them and see what the situation is.

Once again, we organize the possibilities for you to see mentors, but it depends on your activity what do you agree with them.

## Mentorship activities

### Mentoring needs, matchmaking

In the beginning of Enter Edtech program we will ask you to identify your mentoring needs. Of course, you may not know specifically what the needs for you are, but we will ask you to share some topics you feel you need to improve in yourself and in your team/startup (e.g. marketing, time management, finance etc.). We will do some matchmaking based on those needs, but you can always look for more mentors whenever you identify new topics you may want to develop.

The matchmaking can not only be initiated by Enter Edtech program, but also by the mentors and teams. Feel free to contact mentors through Meet the Mentors event or drop us a line if you want a specific person as your mentor. You can do this at any time throughout the program.

You may have one Lead Mentor who'll give you around 4 hours of their time a month during the program. You can also have as many Ad Hoc mentor meetings as you wish (and if mentors agree).

Be active in initiating matchmaking!

### Posting requests and questions

Babele site is the best way to get your question asked, as it will do initial matchmaking to the best possible mentor, as well as it gives tracking to your question, making it possible

Enter Edtech site X will be sending Mentor emails to the sitepool of mentors 1-2 times a month. It is a great opportunity for you to access the whole mentor pool with different questions, requests and messages.

These can be e.g.:

- "We need a quick advice on gaming industry. Anyone available for an hour meetup?"
- "What are mentors' recommendations for the marketing companies? Please share."
- "We are hiring a Developer. Please share in your networks and let us know if you know anyone suitable."
- "Welcome all mentors to our startup's Xmas party! RSVP here."

### Feedback

In the end of Enter Edtech we will be asking for your short feedback, including:

- which mentors did you have + rating the mentors
- open feedback about the mentoring process: what worked well; what should be developed

If you have any questions, suggestions, challenges, or just want to have a chat, please do not hesitate to contact Enter Edtech site at 😊

Meet the Mentors event (optional, instructions for the mentors)

Meet the Mentors is an event that can be organized in the beginning of Enter Edtech program. It brings together the mentors and the teams. This is the best place to meet the new teams and choose the ones you want to mentor. The mentoring process starts after the event.

Remember to get acquainted with the teams beforehand checking the portfolio sent to you. You can already in advance see which teams/persons you want to focus on.

Be active and ask the teams questions connected to your own expertise – this will help you understand if they can benefit from your mentoring.

The rough schedule of an evening event:

17:00 Welcome to Mentoring Kick-Off, overview of mentoring process, key note

17:30 Teams pitching (2 minutes pitch: company + mentoring needs)

18:00 Mentors presenting themselves (2 min per mentor)

18:30 Speed Dating / Networking (snacks&drinks available)

Meet the mentors (instructions for the teams)

Meet the Mentors event is organized in the beginning of the program and brings together the mentors and the teams. This is the best place for you to meet the mentors and choose the ones you want to be mentored by. The mentoring process starts after the event.

Please get acquainted with the mentors beforehand checking the Enter Edtech mentor portfolio. You can already in advance plan which mentors you want to talk to.

How to get the most out of the event:

- check mentors' portfolio before the event
- remember to talk about your mentoring needs and preferences during the pitch
- be active and talk with several mentors during the event
- try to feel if you get a personal connection with a mentor and if they are genuinely interested in your startup/persona
- don't just chat – plan and agree on meetings and next steps already at the event

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