



Lincoln Trail Dynamic Business Accelerator

Mentoring Network

MENTORING NETWORK

Background

This document provides both instructions and contact information for the Lincoln Trail Dynamic Business Accelerator (DBA) mentoring network. The purpose of the mentoring network is to provide information necessary for DBA clients and to assist them with their developmental business needs. Each of the organizations and individuals identified here have agreed to provide various business mentoring services to DBA clients; however, because these services are offered without cost to the clients and because many of the mentors are currently actively working, the time and types of services offered have some restrictions.

The DBA mentoring structure is based on both organizational and individual/personal levels.

Organizational Mentors

The following organizations have agreed to offer mentoring services to DBA clients.

SCORE

SCORE | Counselor's to America's Small Business, is a nonprofit association dedicated to educating entrepreneurs and the formation, growth and success of small business nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA).

SCORE is headquartered in Herndon, VA and Washington, DC and has 370 chapters throughout the United States and its territories, with 11,200 volunteers nationwide. Both working and retired executives and business owners donate time and expertise as business counselors. SCORE was founded in 1964.

SCORE maintains offices in both Louisville and Elizabethtown to serve the needs of local entrepreneurs and businesses. SCORE's mentoring services are offered free of charge to any individual or business who registers with SCORE. SCORE also provides frequent workshops which are offered for a nominal fee.

Upon registering with SCORE, they will assess the request for mentoring services, assign one or more mentors to the applicant, and begin offering mentoring services. It should be noted that SCORE insists on privacy and complete confidentiality between mentors and those requesting services. Services are offered in a variety of ways including face-to-face, telephone, electronic mail, and interactive remote video sessions using the freely available Skype video utility (<http://skype.com>). In some cases, depending up the needs of the client, the mentor may not be geographically located in the same area as the client. In this case, electronic mail, telephone, and video will be used.

Lincoln Trail Innovation Center

The Lincoln Trail Innovation Center offers various forms of mentoring. Typically, they consult with clients who are seeking to start their own businesses based on new inventions, primarily (but not exclusively) in technology fields. Their services include assisting clients with applications for grants, business planning, guidance for business plans, access to capital, patent applications, etc.

Small Business Development Center (SBDC)

Offered by the University of Kentucky, the Elizabethtown SBDC offers mentoring services for established businesses in marketing solutions, financial analysis, management resources, and strategic planning. For new businesses, they offer services with respect to business formation, financing, business planning, business research, etc. They provide one-on-one counseling for developing comprehensive business plans, analyzing cash flow and financial projections, market planning and research, managing human resources, and financing options. The SBDC also offers periodic workshops both in the classroom and online.

Individual/Personal Mentors

The DBA has arranged with a number of practicing professionals and experienced entrepreneurs to provide one-on-one mentoring services to clients of the DBA. Because most of these professionals are currently engaged in business, private practice, or otherwise employed, certain guidelines have been established to prevent overuse or abuse of the services they offer to DBA clients. These guidelines are identified below:

Individual mentors will provide guidance and mentoring services with varying degrees of availability and services provided:

- Only at times that are mutually convenient to both mentor and client
- Depending upon the mentor, only by telephone, email, or personal meetings
- For a limited time for each mentoring session
- For a limited duration for each client
- For a specific number of mentoring sessions
- For a specific range of times
- For a specific area of expertise only

Clients should request the services through DBA staff. DBA staff will contact the mentor on behalf of the client and determine the parameters under which the sessions can

operate. DBA staff may introduce the mentor to the client through conventional or unconventional means (email, text message, telephone, etc.).

In the event a client abuses the privileges or “overstays his welcome,” DBA staff will assume the responsibility of contacting the client to resolve the issue.

Online mentoring can be provided using several methodologies:

Email. Upon agreement between the mentor, client, and DBA staff, email addresses can be exchanged to facilitate one-on-one dialog.

Video. Upon agreement between the mentor, client, and DBA staff, and assuming mentor and client are willing to use interactive video technology, video sessions between mentor and client may elect to use Skype video. DBA staff will facilitate the exchange of Skype account credentials to allow video interaction. Note: this technology requires both parties to have a computer with both camera and microphone installed.

Web Site Forum. The DBA web site includes a sophisticated forum module that allows the exchange of information between mentor and client. It should be noted these “discussions” are public and can be viewed by anyone with an account to access this forum. As such, participants should take care to avoid discussing proprietary information. It should be noted however, this capability allows for clients to review information shared between others that may prove to be useful to others.

Personal Mentors

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