



**KERALA**  
F O S T E R I N G  
E N T R E P R E N E U R S H I P

**TiE-Kerala**

**MENTORING PROGRAM**

**TiE, a network of entrepreneurs established originally in Silicon Valley to nurture entrepreneurship, boasts members that founded some of the world's largest companies: Sun Microsystems, Hotmail, Sycamore and others.**

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## 1. ABOUT TiE-KERALA

The Indus Entrepreneurs (TiE) is a non-profit organization of entrepreneurs and industry professionals who share the common interests of promoting and fostering entrepreneurship.

TiE brings today's leading business people and tomorrow's industry leaders together to work together to encourage entrepreneurship. Drawing upon its Charter Members (members, invited by invitation, with proven track record of success and a desire to assist emerging entrepreneurs) and other business and academic leaders, TiE creates an environment to learn, network and succeed.

TiE has established partnerships with venture capital firms, investment banks, management consultants and leading business schools in Kerala, to ensure the talent of tomorrow meets the talent of today.

TiE-Kerala is part of the global TiE community of entrepreneurs. With over 40 TiE Chapters spread across the US, Canada, Middle East, India and the Far East, TiE is the largest and most successful network of entrepreneurs and mentors in the world.

## **2. TiE MENTORING PROGRAM OVERVIEW**

### **QUALITY MENTORING**

TiE Kerala's Mentoring Program is one of the main priorities and most valuable assets to its members. This unique service is a direct result of the time and effort provided by our Charter Member Mentors.

In order to provide the most productive environment for mentoring, TiE Kerala has established some guidelines to protect our Mentors and Mentees. Before applying to participate in the Mentoring Program, Members must read the Mentoring Waiver Form (an example is attached to this document), which explains the program guidelines in more detail. Members must acknowledge their acceptance of these rules by signing the waiver before they will be permitted to participate.

### **3. HOW TO APPLY FOR MENTORING**

Members wishing to apply for mentoring must submit a short business summary of their idea, progress to date, and any problems or targets they are presently working on. Mentees must also complete a Mentoring Request Form (see attached) which allows the Mentorship Chair to assign a suitable mentor.

### **4. MATCHING MENTEES TO MENTORS**

TiE Kerala's Mentoring Program deliberately avoids a lengthy, formal application process in order to make the service accessible and uncomplicated.

This has been an extraordinarily valuable tool for aspiring, new and established entrepreneurs who are facing various challenges. For many members, the perspective a Charter Member offers can save years of development and thousands of dollars in other expenses. Yet, the Mentoring Program is free to TiE Kerala Members. Our Charter Members and other Mentors benefit as well. They find the experience inspiring and motivating as they meet so many enthusiastic new entrepreneurs who are passionate about making their business idea a success.

## 5. THE MENTORING PROCESS

Entrepreneurs have an opportunity to interact with the Mentors through the Mentoring Process and if appropriate, build a long-term relationship that is mutually beneficial. The following is the guide TiE-Kerala uses to facilitate the Mentoring Process.

Businesses have a typical evolution cycle, and appropriate mentors can be identified at each stage of development. The stages in the evolution cycle are the Idea Stage, Planning Stage, Roll-out Stage and the on-going Management Stage.

### **Idea Stage**

During this stage the business plan is just being formed or conceptualized. There is a clear intent to start a business and it is most likely supported by an idea to offer services or products, whether existing or new.

Prospective entrepreneurs at this stage could seek assistance from Mentors to help develop ideas, issues and opportunities before a business is launched. The assistance provided at this stage includes the following:

- An informal discussion on the idea or the search for an idea with a member of the Mentoring Committee scheduled by appointment. [Mentoring committee includes a Charter Member and the Mentoring Chairs]
- An informal meeting with a Charter Member or a Mentor at any regular TiE meeting. The Charter Member or Mentor could be used as a “sounding board” to test ideas or a business thesis.

In addition all prospective entrepreneurs are encouraged to attend all TiE meetings in order to maximize the chances of discussing ideas with Charter Members and Mentors.

### **Planning Stage**

In this stage the entrepreneur has developed a formal business plan and seeks feedback from outsiders experienced in evaluating and validating business plans. The assistance provided by TiE-Detroit's Mentoring Committee is as follows:

- Identifying strengths or weaknesses of the plan
- Additional distribution channels or revenue streams
- The entrepreneur is invited to present the 3 minute pitch in the regular TiE-Kerala meeting in front of an audience of Charter Members, Mentors, Officers of TiE-Kerala, Associates Members, and other invitees. The presentation should be limited three minutes and the template found on the TIE-Kerala website could be used as a starting point. The presentation would be followed up with direct feedback from select attendees and one-on-one assessment from TiE mentor.

### **Roll-out Stage**

When the entrepreneur has prepared a business plan and is ready to begin launching the business and/or seek funding, it is advisable to seek feedback on the business plan from experienced Mentors. On submission of a completed business plan to the Mentoring Committee, the Committee will arrange a Power Session with an Mentor to discuss the business plan, the status of the roll out and other issues the entrepreneur maybe facing as the business is launched.

### **Management Stage**

Established entrepreneurs are constantly challenged by dynamics both internal and external to their business. Examples of such dynamics are acquisition opportunities, divestment possibilities, gaining or losing key markets/customers, growth management, etc. It is most likely that the entrepreneurs have developed strategic and tactical plans to manage such dynamics. Entrepreneurs at this stage of development can gain insight from Mentors on areas such as:

- Various strategies for growth of the business
- Fund raising options
- Alternative revenue streams
- Strategies for motivating or transitioning management teams
- And other topics that challenge every business

In all cases the Mentoring Process begins with entrepreneur contacting the relevant Mentoring Committee Members of TiE-Kerala. Mentoring can continue after a formal presentation at a TiE forum. This is at the discretion of the mentor and not part of their formal responsibilities to the chapter.

### **MENTORING RULES:**

Some basic guidelines have been developed to protect the input and participation of our Mentors. Since they are approached by many companies and entrepreneurs, it is necessary that all participant adhere to these guidelines.

1. Do not solicit Mentors for funding, if they are interested in funding your business they will let you know.
2. Do not solicit Mentor for other business opportunities, if they are interested, they will let you know.
3. Be prepared for the meeting with presentations, slides, and other documents that the Mentor may need to provide the necessary feedback.
4. Be professional.
5. Be courteous.
6. Be on time.
7. Dress business casual at the minimum.
8. Limit the meeting to 30-45 minutes unless specified otherwise by the Mentor.

## **6. WHAT HAPPENS AFTER THIS?**

It is important that guidelines are established in the first meeting, so that Mentee and Mentor are both aware of each other's expectations during the mentoring process. At the initial meeting they should agree: -

- On what they want to achieve through their relationship
- To set the boundaries of the relationship, for example, whether you can contact your Mentor by email whenever you want to – whether phone calls should be limited to certain days or hours.

If either party is in any way unhappy with how the relationship is going, they are encouraged to contact the TiE Mentorship Chair immediately. All efforts will then be made to resolve the problem, and if necessary, propose that a different Mentor be assigned to the Mentee.

## **7. MENTORS AND FUNDING**

The role of the Mentoring Program within TiE Kerala is to foster entrepreneurship and to help a member develop their business.

Our Mentors are not there to provide or to be approached for funding. Of course, if a Mentor is interested in funding an opportunity or expanding the relationship, they will initiate the discussion.

We warn applicants that they should not participate in the Mentoring Program simply as an attempt to secure funding for their business initiative.



## **8. CONTACT DETAILS**

**For Mentoring queries:**

**K.Chandrasekhar  
Executive Director  
Phone:0484 -3248735  
Mob: 9388616559  
Email :tiekerala@yahoo.com**

## APPEDIX

### TiE-Kerala Mentoring Disclaimer Form

***Please read and complete this form, before your mentoring session***

**Name:** .....

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#### ***Disclaimer***

The mentors undertake the mentoring scheme provided by TiE-Kerala on a purely voluntary basis.

Mentors do not charge for the advice and guidance that they provide and accordingly the service provided is no substitute for obtaining independent professional financial, technical or legal advice; which you are **strongly encouraged** to do.

Consequently, neither TiE-Kerala nor the mentors will be liable for any loss (whether direct or indirect, financial or otherwise) resulting from your reliance on any advice given by a mentor.

I understand that I am not to solicit funding or other direct business opportunities from Mentors.

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I HAVE READ AND UNDERSTAND THE ABOVE STATEMENT. I UNDERSTAND THAT MY PARTICIPATION IN THE TIE-KERALA MENTORING IS AT THE DISCRETION OF MENTORSHIP COMMITTEE AND THE TIE-KERALA EXECUTIVE BOARD..

**Signed:** .....

**Date:** .....

***Signed on behalf of  
and with the authority from  
(name of your company)***

.....

## TiE Mentoring Request Form

Name:  
Email:  
Phone #:  
Address:  
City:  
State:

What stage of the Business Plan are you in currently?

IDEA STAGE  
PLANNING STAGE  
ROLL-OUT STAGE  
MANAGEMENT STAGE

Have you prepared a formal business plan?

Have you prepared a formal presentation that could be shared with Mentors?

What are your expectations of this mentoring session?

Have you requested for mentoring at TiE before?

If yes, have you received mentoring at TiE before?

If yes, Mentor Name:

How long have you been a TiE member?

Company Name:

Other relevant information for the meeting: