



Mentors have experience as entrepreneurs and are familiar with the journey of starting a business. They provide support by sharing their experiences and opening up their networks to the entrepreneurs they are mentoring. There is no expectation of any financial support, but we do expect mentors to give their time, whether for coffee or a phone call, on about a monthly basis.

If you sign up to mentor, we will contact you to find out if you're interested in working with our accelerator companies in particular. If so, we will aim to match each mentor with a member of the year's cohort by about October 2017. From then on, we will expect you to interact with your mentee at least once per month (more often is obviously ok too!), with the entrepreneurs being responsible for driving these interactions.

Our team will check in on a regular basis to stay up to date on how things are going, but we also encourage you to reach out with any questions or concerns that may arise. We only know as much as you tell us about how things are going, so please don't be a stranger.

If you would like to serve as a mentor but the commitment for working with our cohort companies is too much, we will work with you to understand what's possible and go from there.

If you have a strong desire to give back to the next generation of entrepreneurs in New Orleans, you will likely find mentoring very rewarding. A few things to understand before signing up to mentor are as follows (pulled from Brad Feld's Mentor Manifesto):

- Expect nothing in return (you'll be delighted with what you do get back).
- Be authentic / practice what you preach.
- Be direct. Tell the truth, however hard.
- Listen too.
- The best mentor relationships eventually become two-way.
- Be responsive.
- Clearly separate opinion from fact.
- Hold information in confidence.
- Clearly commit to mentor or do not. Either is fine.
- Know what you don't know. Say I don't know when you don't know. "I don't know" is preferable to bravado.
- Guide, don't control. Teams must make their own decisions. Guide but never tell them what to do.
Understand that it's their company, not yours.
- Accept and communicate with other mentors that get involved.
- Provide specific actionable advice, don't be vague.
- Have empathy. Remember that startups are hard.

To show our appreciation for our mentors giving their time to support entrepreneurs, we feature them on our website and through our social channels. Please let us know if you would prefer not to be featured.