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AMERICAN
UNIVERSITY^{OF} BEIRUT

TALAL AND MADIHA ZEIN
AUB INNOVATION PARK



Mentors' Handbook

The Talal and Madiha Zein AUB Innovation Park?



A cross-disciplinary space at the heart of
the start-up ecosystem at BDD for
experiential learning and startup building

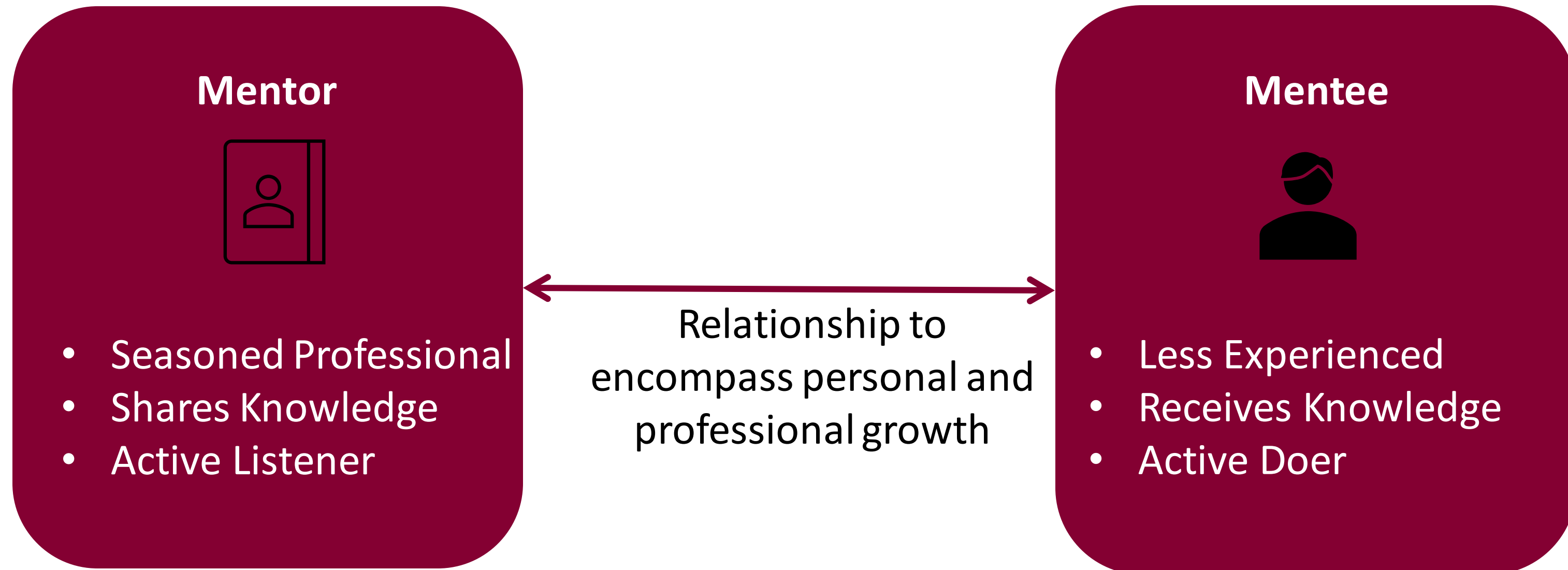


*It is our university's startups incubator,
accelerator and more...*





What is Mentoring



What is Mentoring vs What is not Mentoring



Mentoring is	Mentoring is not
✓ A Long-Term Relationship	✗ Coaching
✓ Developmental	✗ Giving advice
✓ About Support	✗ Therapy
✓ Building self independence	✗ Consultancy
✓ A two-way relationship	✗ A one-way relationship



Importance of Mentoring

“One of the most helpful strategies for developing as an entrepreneur is to learn directly from an experienced mentor. Entrepreneurs that are new to the game will often have a lot of questions and the Internet won’t always have the answers. Mentors not only answer questions, but they can help provide insight and helpful tips.” **THRIVE GLOBAL**

“Mentors can transfer decades of institutional knowledge to driven, talented newcomers.” **FORBES**

“In a 2013 executive coaching survey by Stanford, 80 percent of CEOs said they received some form of mentorship. In another research by Sage, 93 percent of startups admit that mentorship is instrumental to success.” **ENTREPRENEUR-Middle East**

“Mentorship is a critical component for building a successful startup. Having a good product or service that fills a void in the marketplace is great, but a good mentor is crucial to help you grow.” **DAVE SCHNEIDER**

Benefits of Business Mentoring

For Mentors

- Reinforce your knowledge
- Develop your skills
- Increase your network value

For Startups

- Learn from field experts
- Acquire new skills
- Build your network

Perks and Engagement

Perks	Engagement
<p>Joining iPark's community of experts and its online platform and recognition</p> <p>Growing network through referrals, networking events, and iPark's news</p> <p>Access to iPark's resources (space, e-library, etc.)</p> <p>Business opportunities</p>	<p>Up to 2 pro bono hours per month (based on your availability and the startups' need)</p> <p>Alignment with the Mentor's TOR and applicable AUB and iPark policies</p>

Mentorship types

Lead Mentor

- Adopt one or more startup/s and become the “God Father” or “Go To Person” during the program period
- Entails building a 1-on-1 relationship with the startup and providing it with guidance through periodical meetings

Sprint Mentor

- Dedicated for a specific sprint in the program
- The mentor may give a workshop on the sprint subject and/or provide personalized mentorship on the sprint application/deliverable for each startup

Subject Matter Expert

- Professional expert in a particular area and willing to give ad-hoc consultation for the startups to answer questions in related areas of expertise
- SME’s role is closer to a consultant than it is to a startup mentor.



Journey as a Mentor

Establishing the Relationship

Getting to know each other

Maintaining the Relationship

Discuss goals and overcome obstacles

Ending the Relationship

Establish independence

-
- Active Listening
 - Ability to Explain and Clarify
 - Ability to Question and Explore
 - Proactiveness, Flexibility, and Readiness to Take Action

Establishing the Relationship

Before the Meeting

- Exchange Contact Information
- Agree on a convenient date and time to respect
- Be aware of any special needs or circumstances

iPark team will facilitate the connection, assist to coordinate the session, and communicate needed information.

During the Meeting

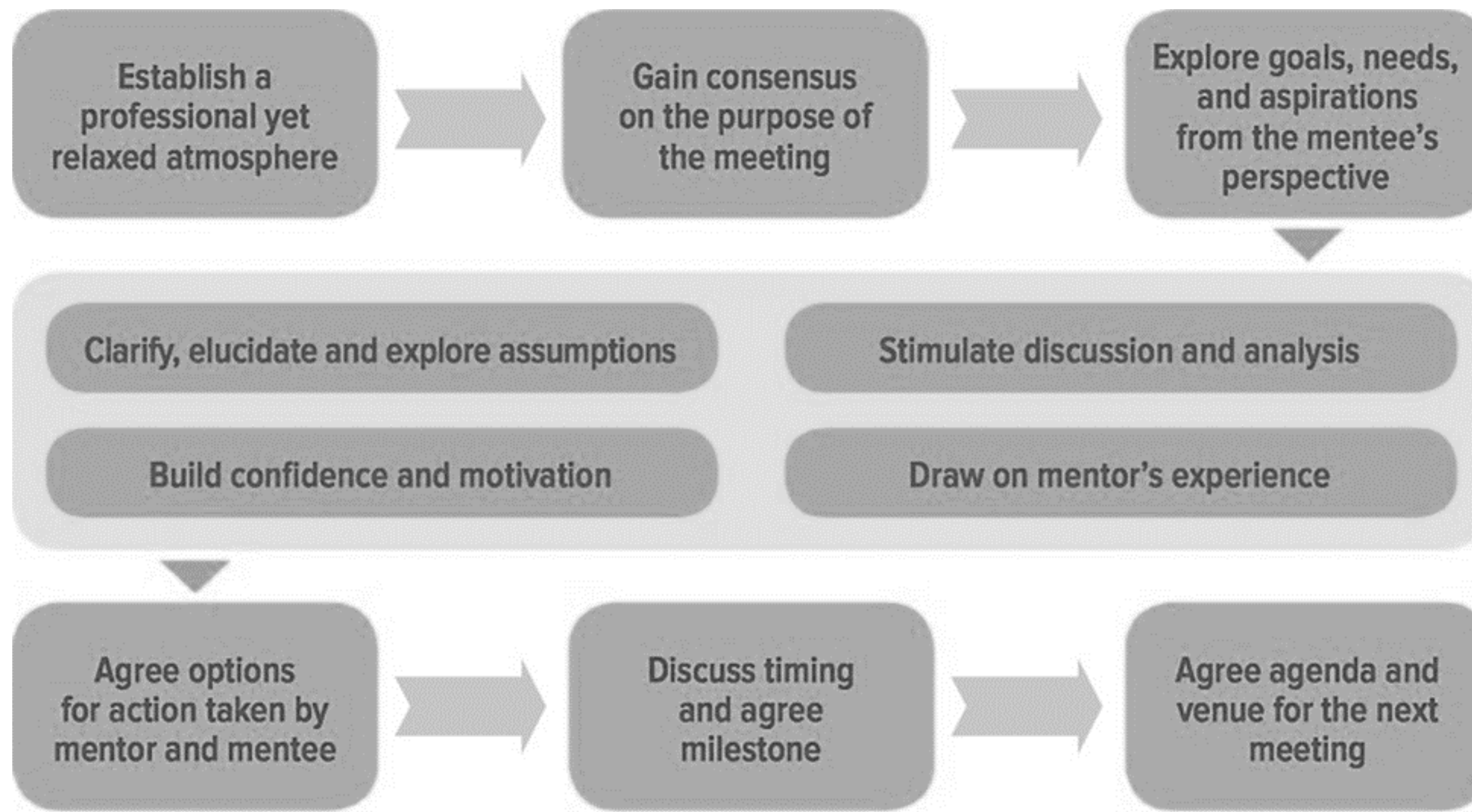
- Start the relationship on the same page, align expectations with the mentee
- Setting ground rules:
 - Maintaining a professional business relationship
 - Achieving objectives
 - Commitment
 - Confidentiality
- Agree on conclusion and next steps

After the Meeting

- Decide on next meeting details if applicable (Location, type of communication etc.)
- Discuss ways of keeping track of good progress if applicable

Our team will share feedback surveys with both the mentors and startups

Maintaining the Relationship



Based on Clutterbuck 'Everyone needs a Mentor' 2001

Concluding the journey



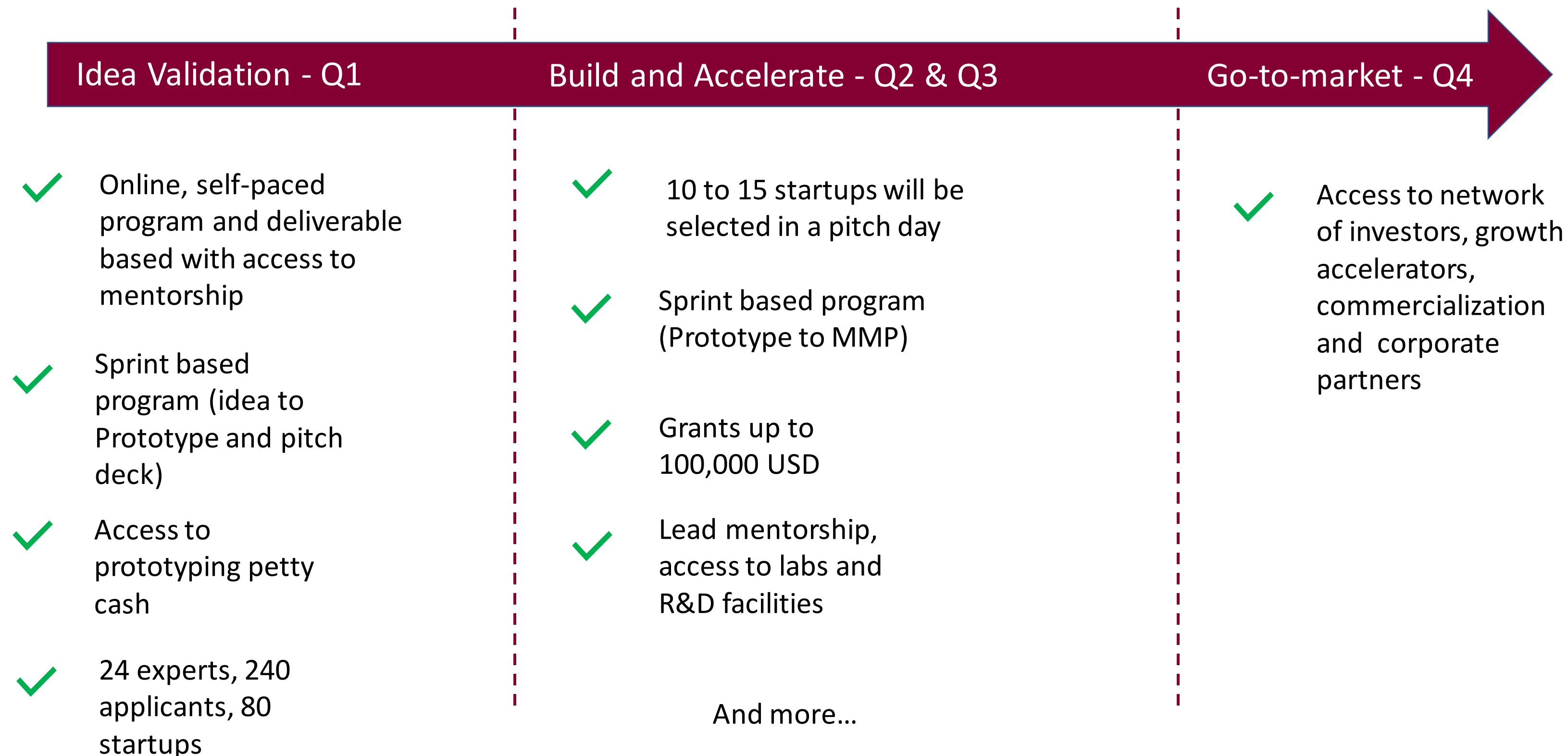
- 1 Reflect on the Mentorship Journey: What have you both learned?
- 2 Talk about the future: next steps to both of you and parting words
- 3 Be realistic, especially when it comes to the commitment dedicated with one another
- 4 Are you both satisfied with the outcomes of the relationship?
- 5 Thank and acknowledge each other's contributions
- 6 The team is always a support in case the relationship is not working

Pitfalls to avoid

- ✓ **Ambiguous ground rules** - which makes it difficult to build a trustworthy relationship
- ✓ **Conflict of interest** - which might occur when the relationship expands to encompass business partnership
- ✓ **Mentees wanting to give up** - when faced with challenges, mentees might tend to quit. This is where the mentor's role comes in to provide reassurance and advice
- ✓ **Conflicting values** - coming from different backgrounds, mentors and mentees might possess different ethical beliefs and values. Making sure to bridging this gap is feasible is important for the sustainability of the relationship



Incubation Program Outlook



Thank you.

Questions?



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