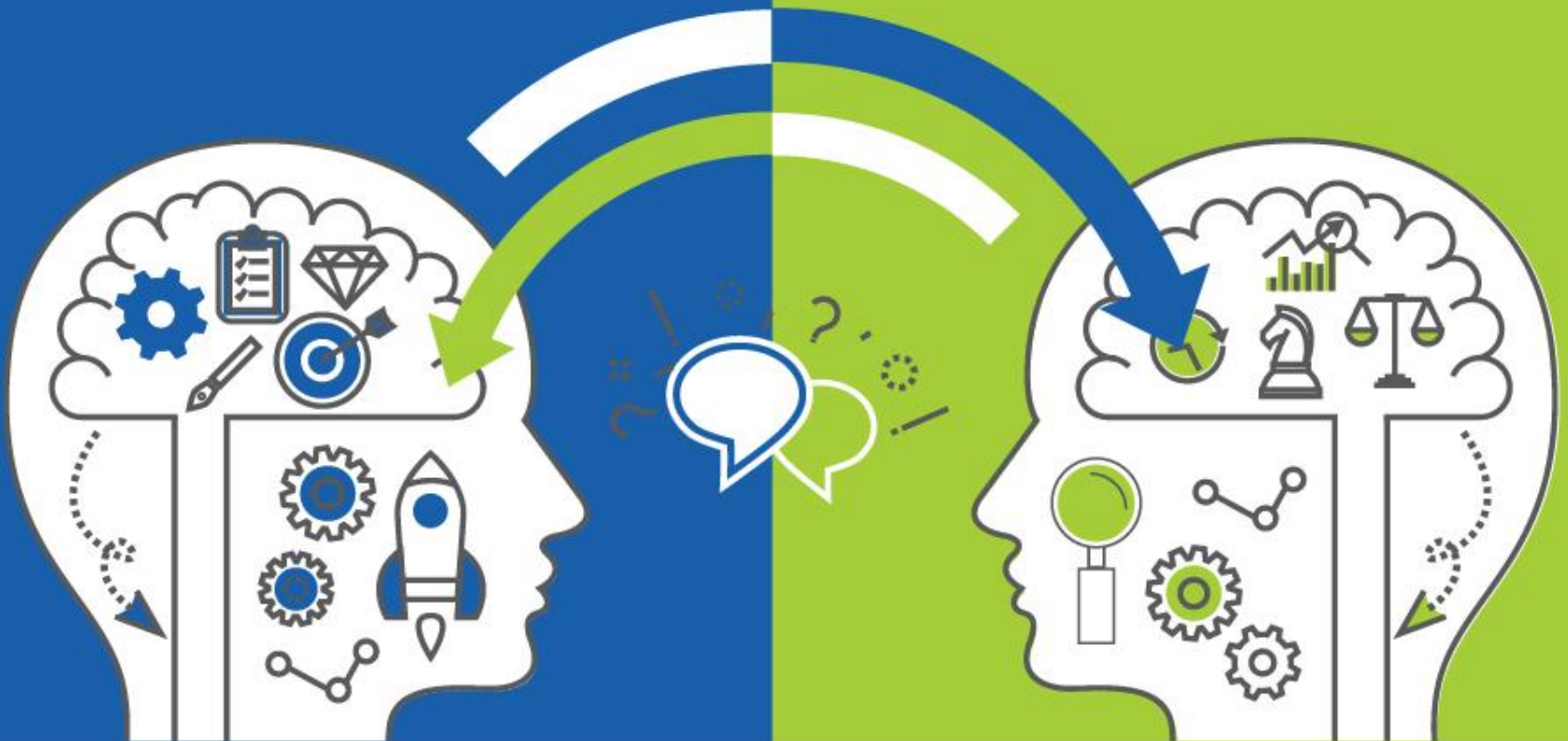


[GLI] EnterpriseCorp
A Division of Greater Louisville Inc.

MENTOR LOUISVILLE



STRATEGY



CUSTOMER ENGAGEMENT

Connecting startups to early customer acquisition



DENSITY

Developing innovation hub(s) & critical mass of entrepreneurial researches within ecosystem



CAPITAL DEVELOPMENT

Educating entrepreneurs on financing a startup & recruit angel investors



VISIBILITY

Promoting local startups regionally/nationally

PROGRAMMING

Events

5-Across Pitch Competition

Evening of Entrepreneurship

Global Entrepreneurship Week

Hot & Fast Awards

Vogt Awards Demo Day

Programs

Enterprise Angels*

Gazelle CEO Roundtables

Idea State U*

Lt. Gov's Entrepreneurship
Challenge*

MentorLouisville

Venture Connectors*

Vogt Awards* accelerator

Workshops

Angel investing 101*

Term sheets*

Due diligence*

Valuation*

Sales & Marketing Training

* = *Capital Series*

Assisting founders and entrepreneurs in advancing their startups toward commercialization and scale

NEW WEALTH
NEW REVENUE
NEW JOBS



Double the number of
Million Dollar Babies*



Increase
Clients Funded



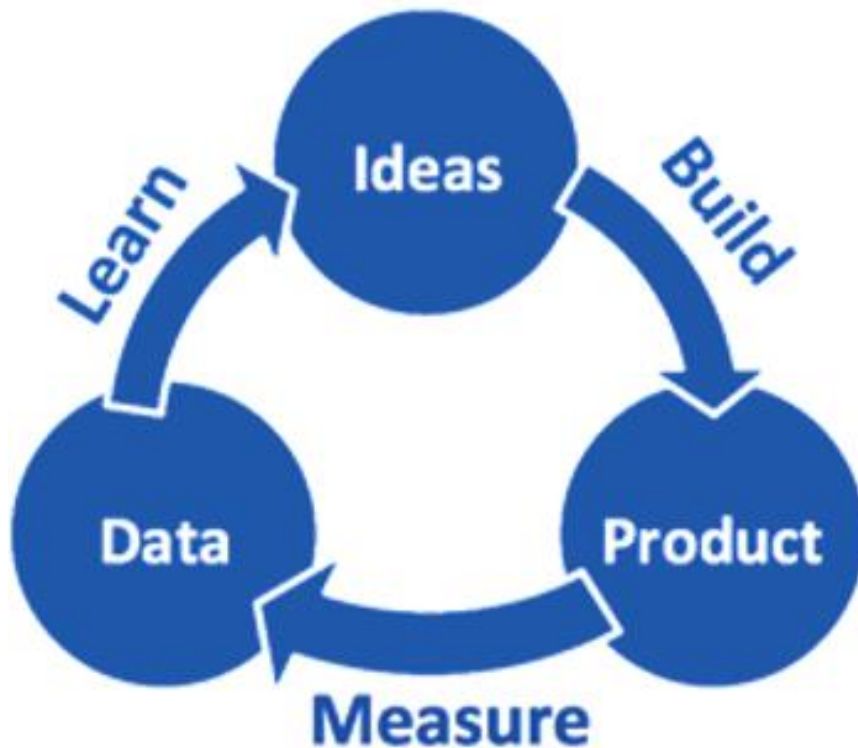
Secure
Investment For Our Clients

*Innovative tech startups that have crossed the threshold of \$1 Million+ in revenue and/or \$1 Million+ in a single equity investment round.

LEAN STARTUP 101

- Methodology that all major Entrepreneurial Support Organizations (ESOs) teach and use
 - Steve Blank – Startup Owners Manual
 - Eric Reis – The Lean Startup
 - Alex Osterwalder – Business Model Canvas

LEAN STARTUP 101



1. Customer Discovery
2. Minimum Viable Product
3. Test on actual customers
4. Learn from their feedback
5. Pivot or persevere
6. Repeat

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MENTORSHIP

The act of being an experienced and trusted adviser to another person

SUBJECT MATTER EXPERT

A person who is an authority in a particular area or topic

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Matching

- 3-4 times a year in batches
- Cocktail party to meet your match

Meeting/ Relationship Requirements

- Two meetings in one month
- Continuing after two meetings is up to the match
- Suggested to continue once a month

MENTOR REQUIREMENTS

- 10+ years in field of mentorship
- Extensive management experience
- Make the entrepreneur aware of any potential conflicts of interest involving the Mentor's own company.
- Prepare in advance for the Mentor meeting.
- Provide 48 hour notice of cancellation of mentor meetings
- Volunteer Time: 2 one-hour meetings with match

MENTORS WILL NOT...

- Do the work for the entrepreneur
- Pressure the entrepreneur to hire the Mentor as a paid consultant, advisor or employee
- Violate confidentiality
- Establish a valuation for the company
- Withhold pertinent background information or act in secret

HOW TO BE A GREAT MENTOR

- Listen
- Be open minded
- Be willing to learn
- Have patience
- Create a relationship
- Give actionable advice
- Follow up with that advice

MENTEE REQUIREMENTS

- Manager or founder for startup or small business in the Greater Louisville region
- Have significant management responsibilities over department(s) or people
- Make the mentor aware of any potential conflicts of interest
- Prepare in advance for the Mentor meeting.
- Provide 48 hour notice of cancellation of mentor meetings.
- Participate in a minimum of 2 one-hour mentor sessions

MENTEES WILL NOT...

- Show up late or unprepared to meetings
- Pressure the mentor into investment or introductions that the mentor isn't willingly offering to give
- Violate confidentiality
- Withhold pertinent background information or act in secret

HOW TO BE A GREAT MENTEE

- Remember that your mentor is a volunteer
- Take responsibility for your own learning
- Develop trust
- Be respectful of your mentors time, come prepared with agenda
- Be flexible and open-minded
- Listen and take notes
- Put into action the advice you have been given

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