Mentorship Match: *Learning to Innovate with Venture Leaders*

(Course ENTR 6960) – Winter 2021 (MBA & iMBA)

Instructor: Chris Carder (Co-Director of Entrepreneurial Studies and Entrepreneur in Residence at the Schulich School of Business). **ccarder@schulich.yorku.ca**

Course Overview

The course represents an opportunity to earn credit while learning directly from a Venture Leader in the Innovation Sector (either a Founder or Venture Capital Leader) in <u>real-time</u> as they assess entrepreneurial challenges and opportunities through one of two experiential learning placement types.

Mentorship Match Type 1
Startup Founder (serving as a "Strategic Project Analyst")

Mentorship Match Type 2
Venture Investment Leader (serving as an "Opportunity Analyst")

This course is an ideal opportunity for students who plan to leverage their Schulich education to:

- Start their own Company

- Work closely with a Startup Founder (e.g. Chief of Staff or similar role)

- Aspire to become a Professional Venture Investor

Course Credit Details (Winter Term)

Part-Time - 215 Hours (average of 18 hours per week) = 6 Credits

Student - Frequently Asked Questions:

Question: Will I be able to use this work experience on my LinkedIn Profile?
Answer: Yes. And you will be able to use the key titles, outlined above.

Question: How much time will I have with my Mentor Match?
 Answer: Mentors are committed to meeting for an average of 2-3 hours per week assigning, reviewing and reflecting on key projects. In addition, the Mentor has committed to including you in 1-2 hours of meetings led/attended by the Mentor.

Question: Will I work on-site with the company or remotely at Schulich?
Answer: You will work on-site with the company during the key meetings & the remaining work time may be split between on-site and remote time working on key projects. It is recommended you spend at least 70% of your time on-site in order to get the best possible placement experience.

Question: What type of projects will I work on?

Venture Mentorship Match Type 1 – Startup/Company Founder

The students will serve in the role of a Strategic Project Analyst & through market research, competitive intelligence and business casework development work to advise the Startup/Company Founder on a series of pre-identified and special assignment projects throughout the term.

Venture Mentorship Match Type 2 - Venture Investment Leader

The students will serve in the role of an Opportunity Analyst & through market research, competitive intelligence and business casework development to review and score incoming "deal flow" for the Venture Capital Leader throughout the term.
This direct mentorship will open up opportunities for an immersive learning experience and professional development, including direct insight into the Venture Leader's investment thesis/formula, deal evaluation process, risk-evaluation process & insights into the type of proposals that secure investments.

Question: How many students will you match?
 Answer: We will match a maximum of 15 students & will be maintaining a waitlist.

Question: Are there any in-class sessions, readings, activity logs and deliverables associated with the Course?
Answer: Yes. Please review the Course Outline for full details.

Question: Will I receive personal time with the Instructor during the term?
Answer: Yes. There will be two (2) mandatory thirty-minute meetings with the Course Instructor at Schulich to discuss the placement progress/status and any/questions/concerns + The Orientation Class. The Instructor is also available during Office Hours.

Question: What is the Application Process?

Answer: Please apply via letter of application to the Course Instructor at **ccarder@schulich.yorku.ca** and indicate which of the two Venture Match Types you are interested in (or if you are open to either type of match) on or before the end of day (EOD) on Saturday October 15th.

Key Deadlines and Dates:

- September 30th – Info Session
- October 15th (EOD) - Deadline to Submit Letter of Application to Instructor
- November 6th - Decision on Final 15 Approved Students (Waitlist Maintained)
- November 6th - Instructor Provides List of Available Mentor Match Sites
- November 13th (EOD) Students Provide "Top 3-5" Preferred Sites
- December 18th (EOD) Instructor Provides Assigned Mentor Match to Students
- November 20th through 30th – Students Connect with Mentor and Secure Letter of Offer & Placement Documentation with support from Instructor.

Some areas you may wish to touch upon in your letter (suggestions only):
- Your thoughts on why you are an excellent fit for the Course & Match Type
- Any previous or current startup/VC experience (as Founder or Staff)
- Any volunteer experience with the Schulich Startups Community

Whether you have completed (or are enrolled in) any of the following (Note, these are NOT the Course Prerequisites):
1. ENTR 6400 (Applied Entrepreneurship Field Study)
2. ENTR 6605 (Entrepreneurship & New Firm Creation)
3. ENTR 6910 (Venture Capital and Private Equity)
4. MKT 6050 (Marketing Research)

Question: What are the prerequisites?
Answer: All 5100 Level Courses (completion of the first-year courses).

Question: When will the list of Venture Leaders (Matches) be made available)?
 Answer: The list of available Venture Leaders will be made available to the students in advance of their final acceptance into the Course. Students will then be asked to name their "top 3" choices and why they believe they will be a great fit for this site – but specific matches will not be guaranteed.

The final step in the process will be to secure a formal 'Letter of Placement Offer' from the pre-qualified organization along with a three – page proposal in support of their placement application. A sample template of this letter will be provided. Please see Course Outline for additional details.

Question: *Where/how have you sourced the Venture Leaders?*
Answer: We have developed a strong and rapidly growing database of Company/Startup Founders and Venture Investment Leaders who have asked to participate in the Course as placement sites via The Schulich Startup Community, LaunchYU Community, YSpace Companies and Schulich Startups Program Partners (from the wider Innovation Community).

Final Reminders:

Please remember that this Course requires you to complete 215 Hours during your placement (average of 18 hours per week) = 6 Credits.

Please remember that if you are accepted into Course ENTR 6960 you will be responsible for managing your Course Load appropriately (e.g. if you already have a full course load, you will be responsible for re-balancing your Course Registrations for the Winter Term).