

MENTOR.ME

by EIT Digital



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MentorMe Program Lead



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Head of Acceleration and Growth

Welcome to the info session!



Co-funded by the
European Union

*EIT Digital is running EU's largest deeptech ecosystem, joining **academia**, **innovation** and **startups** via education, incubation, acceleration and growth.*

*We drive towards a competitive digital Europe that is **inclusive**, **fair** and **sustainable**.*

We are looking for likeminded partners and collaborators in everything we do.



Co-funded by the
European Union

EIT Digital is an impact organization

Our ecosystem keeps growing

3 500+ talent pool

1 000+ investors

€250M+ EU funding

60 universities

350+ partners

23 offices

500k MOOC learners

390+ startups

Hub in Silicon Valley

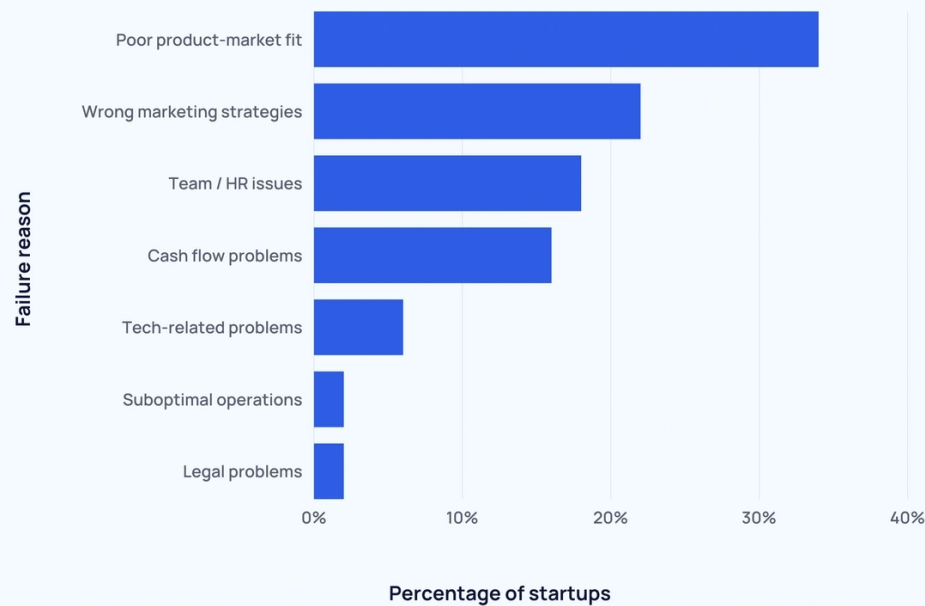


Goal of the MentorMe program

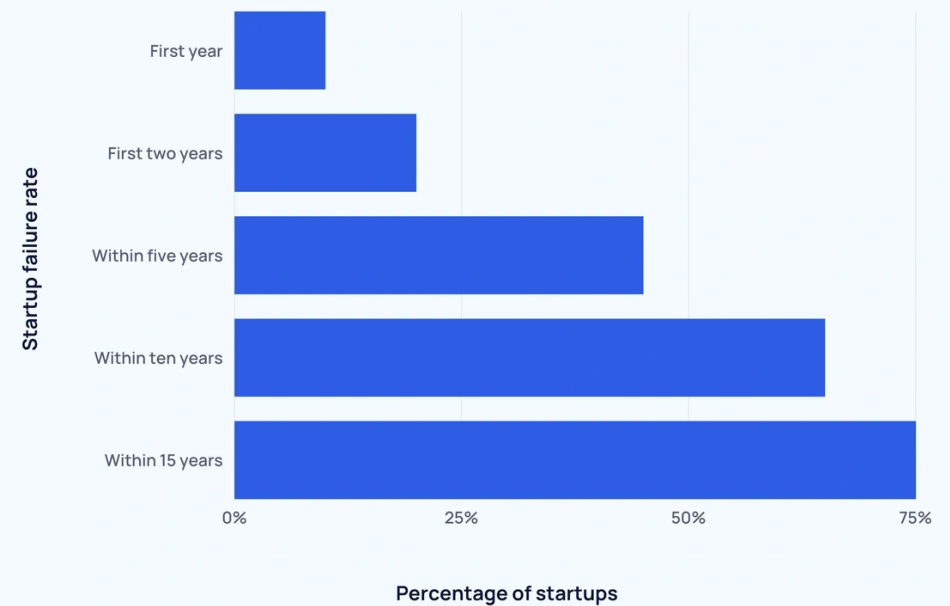
To make sure you get to the next stage with your startup and succeed.

Why do most startups fail?

Why Do Most Startups Fail?

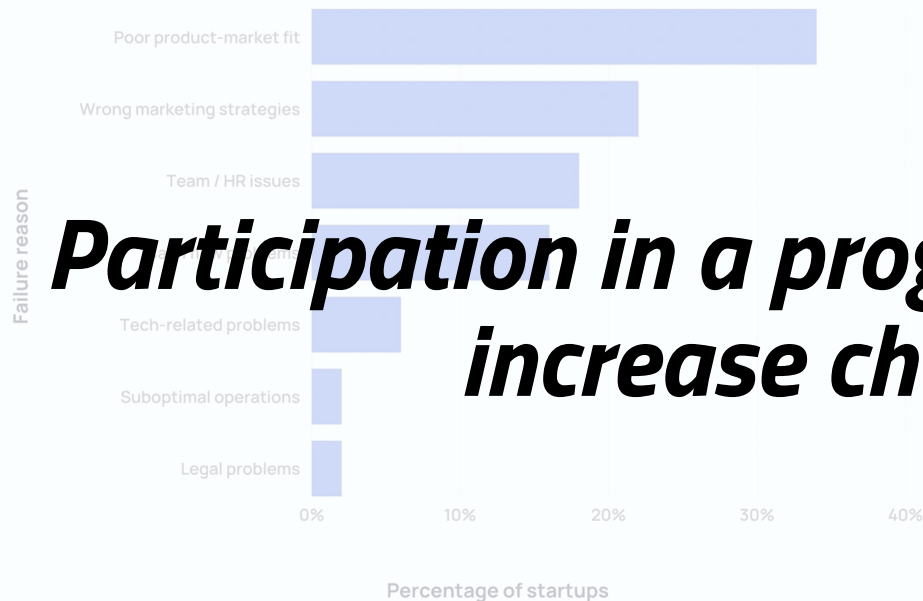


Startup Failure Rates

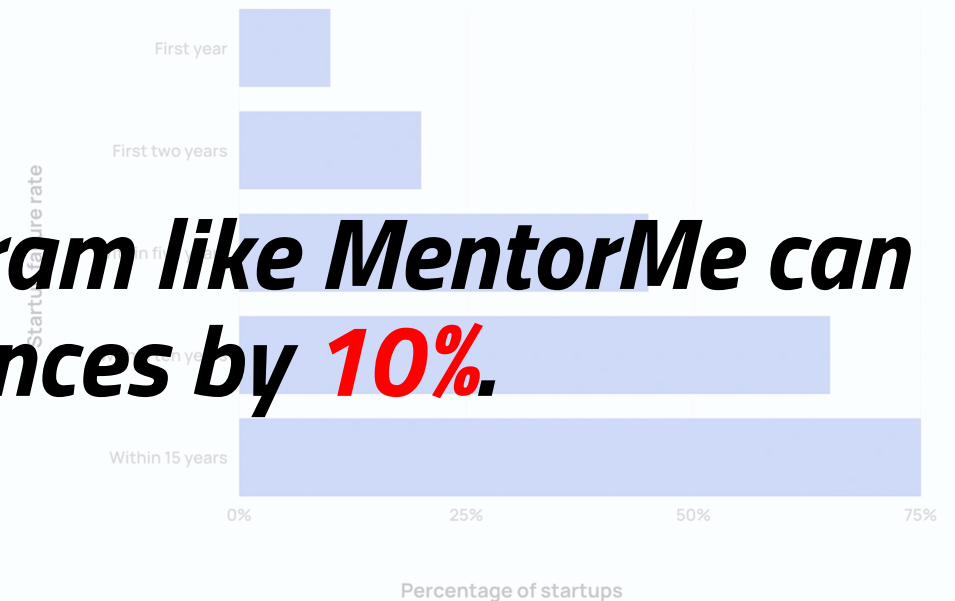


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Startup Failure Rates

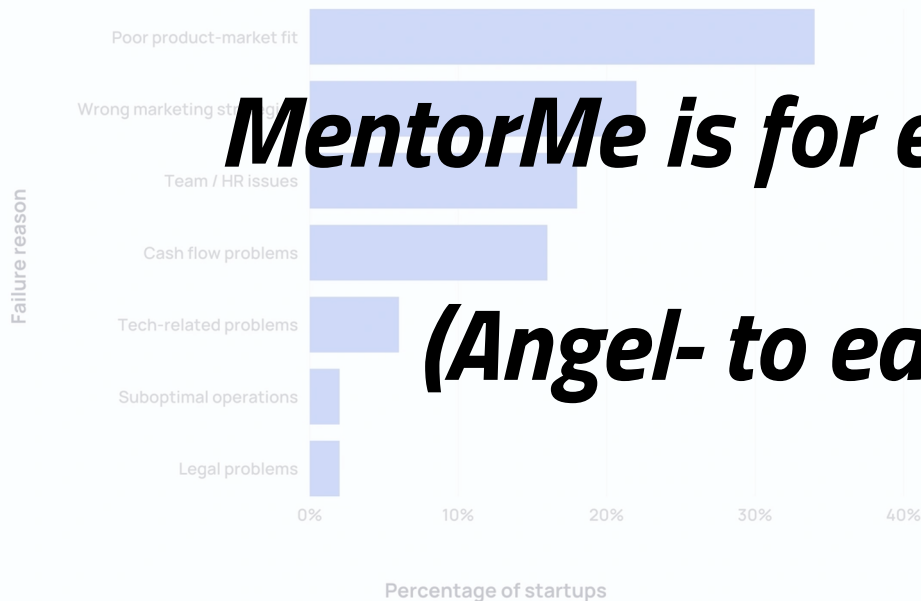


Participation in a program like MentorMe can increase chances by 10%.

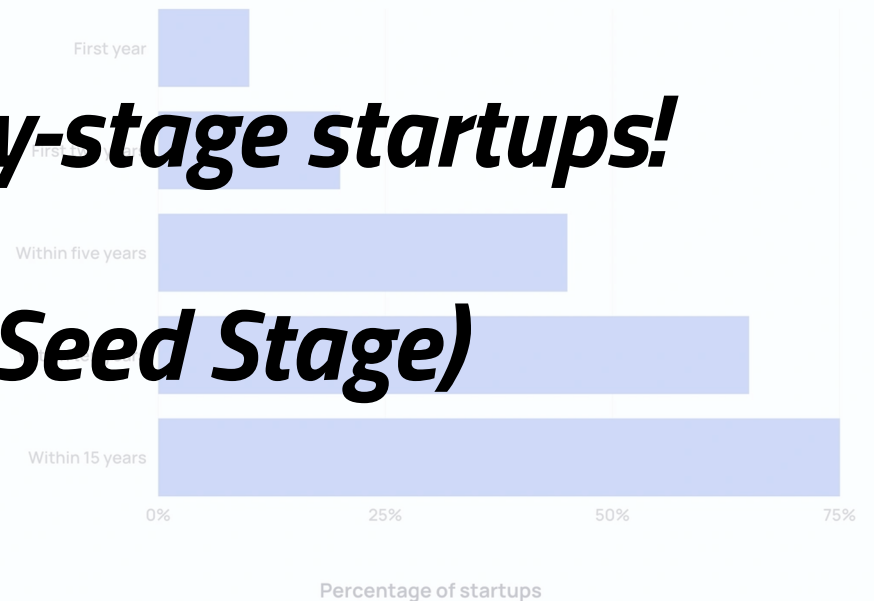
Source: Statistics from various studies about Acceleration and Incubation programs and survival rate.

Why do most startups fail?

Why Do Most Startups Fail?



Startup Failure Rates



MentorMe is for early-stage startups!
(Angel- to early Seed Stage)

Source: Statistics from various studies about Acceleration and Incubation programs and survival rate.



Program Structure

Timing and batches

	2025											
<i>Batch size: 10 - 15</i>	Jan	Feb	March	April	May	June	July	Aug	Sept	Okt	Nov	Dec
Batch 1 <i>(application deadline: 20 Dec)</i>												
Batch 2 <i>(application deadline: 20 Feb)</i>												
Batch 3 <i>(application deadline: 20 Apr)</i>												
Batch 4 <i>(application deadline: 20 Jun)</i>												

<https://www.eitdigital.eu/mentorme-program>

Structure of a **month**

Core Mentoring Sessions

1 session per core topic
Team & team dynamics, Product-market fit, Investor relations and fundraising, Sales and marketing, Management

Events

Webinar (Month 2 – 6)
Online pitch to investors (Month 3, 4, 5)
Startup events (based on availability)

Additional Help

Problem-focused mentoring and advisory (Month 2 – 6)
HR, Marketing, Tech, UX audit (Month 2 – 5)

Continuous Perks

Cloud services credits
Access to micro-learning environment
Networking, introductions

Month 1: Onboarding and Diagnostics

Team Dynamics Mentorship

Topic: Building the right team.

Objective: Teach how to identify key roles and recruit initial team members.

Activity: CliftonStrength for 3 founders.

Product Market Fit Mentorship

Topic: PMF assessment.

Objective: Check and review existing validation status.

Activity: Review of hypotheses, existing desk research results and current traction.

Investor Relations Mentorship

Topic: Investment readiness assessment.

Objective: Introduction to different types of funding (equity, debt, etc.) and understanding investor expectations.

Activity: Review of company status, KPIs and readiness level.

Marketing and Sales Mentorship

Topic: Marketing and Sales assessment.

Objective: Focus on brand identity, messaging, and positioning and giving sales advise.

Activity: Craft the startup's unique value proposition and brand story.

Management Mentorship

Topic: Leadership basics for founders.

Objective: Understand leadership styles, organizational hierarchy, and reporting lines.

Activity: Review current roles and responsibilities.

Establish SMART mentoring goals and draw mentoring paths for each topic.

Month 2: Building the Core

Team Dynamics Mentorship

Topic: Clifton Strength results discussion.

Objective: Learn how to onboard new employees and foster a collaborative culture.

Activity: Analyse the current team and learn onboarding and peer collaboration strategies.

Product Market Fit Mentorship

Topic: Road to PMF.

Objective: Learn how and what to measure to determine PMF. Review ideal customer profile.

Activity: Establish main KPIs to measure PMF. Pivot or persevere. Benchmark competitors.

Investor Relations Mentorship

Topic: Building investor relations.

Objective: Learn how to start conversations with investors and build trust.

Activity: Elevator pitch & investor interaction simulations.

Marketing and Sales Mentorship

Topic: Defining the target audience and setting sales goals.

Objective: Refine the audience and set realistic short-term sales targets.

Activity: Audience segmentation exercises and sales forecasting workshops to understand market demands.

Management Mentorship

Topic: Time management and operational efficiency.

Objective: Learn techniques for managing time and operations effectively.

Activity: Time-tracking workshops and tool exploration.

Month 3: Scaling and Strategy

Team Dynamics Mentorship

Topic: Scaling the team.

Objective: Learn strategies for scaling the team as the startup grows.

Activity: Workshop on team scaling and maintaining culture during growth.

Product Market Fit Mentorship

Topic: Adaptive product roadmap.

Objective: Learn how to create an adaptive roadmap to reach PMF.

Activity: Review or create roadmap. Establish decision points and milestones. Pivot or persevere. Review validation and traction.

Investor Relations Mentorship

Topic: Preparing for Series A/B funding.

Objective: Understand the requirements for raising subsequent rounds of funding.

Activity: Case studies on successful Series A/B fundraising.

Marketing and Sales Mentorship

Topic: Building a growth marketing strategy and scaling sales efforts.

Objective: Implement growth marketing tactics and optimize sales processes to boost customer acquisition.

Activity: Growth marketing experiments (A/B testing, paid ads), and sales pipeline development.

Management Mentorship

Topic: Decision-making frameworks.

Objective: Implement frameworks like OKRs (Objectives and Key Results) and KPIs (Key Performance Indicators).

Activity: Set company-level OKRs and KPI.

Month 4: Optimization and Efficiency

Team Dynamics Mentorship

Topic: Performance management and reviews.

Objective: Learn to manage team performance and implement review cycles.

Activity: Performance review simulation and feedback loop exercises.

Product Market Fit Mentorship

Topic: Market feedback, scenarios.

Objective: Learn to leverage market feedback to optimize the product.

Activity: Feedback implementation strategies and data analysis. Pivot or persevere. Review validation and traction.

Investor Relations Mentorship

Topic: Business plan, pitch deck & investor updates.

Objective: Learn how to create a BP, a pitch deck, a data room and give investor updates.

Activity: Build a BP, a deck and draft investor update emails.

Marketing and Sales Mentorship

Topic: Data-driven marketing and sales funnel optimization.

Objective: Leverage data inform marketing decisions and streamline the sales process.

Activity: Create a marketing analytics dashboard and map the sales funnel to bottlenecks.

Management Mentorship

Topic: Building operational resilience.

Objective: Learn how to build processes that scale and manage unforeseen challenges.

Activity: Operational risk assessment and contingency planning.

Month 5: Expansion and Networking

Team Dynamics Mentorship

Topic: Managing remote teams.

Objective: Learn best practices for managing distributed or remote teams.

Activity: Remote team management strategies and tools workshop.

Product Market Fit Mentorship

Topic: Product expansion and scaling.

Objective: Plan for the next phase of product development and scaling.

Activity: Product expansion strategy and next product iterations. Pivot or persevere. Review validation and traction.

Investor Relations Mentorship

Topic: Networking with investors.

Objective: Learn how to leverage your network to meet potential investors.

Activity: Networking event simulations and investor pitch practice.

Marketing and Sales Mentorship

Topic: Partner and influencer marketing.

Objective: Identify potential partners and influencers that can reach your target audience.

Activity: Approach and secure potential partners and influencers and confirm they understand our value proposition.

Management Mentorship

Topic: Leadership beyond early stage.

Objective: How to lead as the startup matures and transitions into a larger company.

Activity: CEO leadership panel and mentoring sessions.

Month 6: Preparing for the Future

Team Dynamics Mentorship

Topic: How to manage growing teams.

Objective: Learn how to prepare the team for future growth and leadership transitions.

Activity: Leadership training workshop and creating succession plans.

Product Market Fit Mentorship

Topic: Product-driven organization.

Objective: Set up future product cycles.

Activity: Model a product-lead organization. Pivot or persevere. Review validation and traction.

Investor Relations Mentorship

Topic: Preparing for exit strategies or acquisition.

Objective: Understand the basics of acquisition and exit planning.

Activity: Create an acquisition/exit strategy pitch.

Marketing and Sales Mentorship

Topic: Long-term brand and sales strategies.

Objective: Focus on building a sustainable and long-term brand identity and long-term sales strategy to ensure continued growth.

Activity: Craft a 12-month brand-building plan.

Management Mentorship

Topic: Self-reflection.

Objective: Review of decisions made and analyze results..

Activity: List past decisions made, reflect on “why”, “how” and the future.

Measure and set path for future!

Even more **Help!**

Participants get **100** tokens every months. Tokens do **not** stack.

Additional Core Mentor

20 Tokens / hour

Book in advance in the 5 core topics (Team & team dynamics, Product-market fit, Investor relations and fundraising, Sales and marketing, Management).

Specialist Mentor

40 Tokens / hour

You state the problem, we assign the best advisor.

Online investor event pitching *(Month 3, 4, 5)*

80 Tokens

Investors invited based on the vertical of the pitching companies.

Audits

Deep dive into the topic, analyze current status, results, uncover problems, offer solutions.

HR Audit	30 Tokens / audit
Marketing Audit	40 Tokens / audit
UX Audit	50 Tokens / audit
Tech Audit	50 Tokens / audit

SpeedMaster discount (70%)

100 Tokens

<https://www.eitdigital.eu/speedmaster>



For example...

Participants get 100 tokens every months. Tokens do not stack.

Month #1

- Onboarding
- Assignment of core mentors in all 5 topics
- 1st core mentoring sessions in all 5 topics
- Goals and path set
- Startup needs a Marketing Audit (40 tokens)
- Startup needs 2 extra Marketing Mentoring hours (2x20 = 40 tokens)

Month #2

- 2nd core mentoring sessions in all 5 topics
- Heading towards goals on the path, refinement
- Startup needs a Tech Audit (50 tokens)
- Startup needs a specialist mentor in AI (1 hr = 40 tokens)

Month #3

- 3rd core mentoring sessions in all 5 topics
- Heading towards goals on the path, refinement
- Startup needs more specialist mentor in AI (2 hours = 80 tokens)

Month #4

- 4th core mentoring sessions in all 5 topics
- Startup needs more Fundraising Core mentor to help with its pitch deck (1 hours = 20 tokens)
- Startup participates in the Pitch Event (80 tokens)

...and so on

A woman with dark hair pulled back, wearing a white collared shirt and a dark red blazer, is shown in profile from the chest up. She is looking out of a window at a blurred city skyline at night, with lights from buildings and streetlights visible in the background. The scene is dimly lit, with the primary light source being the city lights outside.

Mentors and Speakers

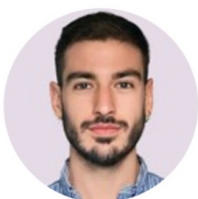
Core Mentors



Jari Mieskonen

Investor Relations

Nordics Fundraising
Specialist @ EIT Digital
Accelerator



Raul Morillejo

Marketing

Marketing Analyst |
Market Research
Specialist



Hicham Najem

Investor Relations

Fundraising Specialist



Tomas Pulido

Investor Relations

MBA | Venture Capital |
DeepTech | Strategy |
Business Development



Linnar Viik

Management

Founder PoCo | Nato
Advisory board member



Andrea Lorenzin

Management

EIT Digital | DeepTech
Innovation & Venture



Daniel Auriel

Investor Relations

Head of Access to
Finance @ EIT Digital |
Investment Professional



Andrea Biancini

Product Market Fit

Experienced Managing
Director & Angel Investor
| Technology and Digital
Transformation



Ben Colson

Marketing

Scientist, Innovation
Consultant & Marketing
Professional



Dénes Csiszár

Product Market Fit

Acceleration and Growth
at EIT Digital | Board
Member at HunBAN



Donát Dékány

Management

EIT Digital | Business
Development specialist



Fabrizio Della Pace

Team Dynamics

Challenge Lead



Nikolett Fohsz

Team Dynamics

Innovation Specialist |
Startup Team Catalyst



Federico Guerrini

Marketing

Senior Communications
& Media Relations Lead |
Expert in Thought
Leadership

External Mentors from...

For example...



*+ more **corporate** partners!*



Driving Successful and Responsible
Angel Investing in Europe

*+ local **angel** networks*



*+ lots of independent, proven **entrepreneurs!***



Webinar Speakers



**Consuelo Vanderbilt
Costin**
CEO and Co-Founder of
SohoMuse



Eszter Csillag
Athlete, Ph.D in art
history, HKU



Candace Johnson
Chair Seraphim Space
Advisory Board and
Partner, Member of the
Board NorthStar Earth &
Space and SES-imagotag



Linnar Viik
Founder PoCo | Nato
Advisory board member



Mischa Zverev
Tennis Professional and
Entrepreneur, Founder
M22.ai & tiebreak-
ventures.com

Terms and Conditions

Two **options** to join

Equity-based model

3% equity

EIT Digital is a passive shareholder, with “founder-level” shares

Program fee-based model

€ 33 000 participation fee

Discounts available

Female founders, Impact startups, DeepTech startups, EIT Digital portfolio, EIT Digital partner spinoffs, EIT Digital Master School students

Batch #1

Application deadline: 20th of December
Shortlisting: 30th of December
Interviews (optional): 2nd – 3rd of January
Decision about acceptance: 3rd of January

Welcome to the MentorMe Program!

Unlock the potential of your startup with **EIT Digital's MentorMe Program** - an exclusive initiative designed to empower early-stage entrepreneurs through expert mentorship. This programme connects you with seasoned industry leaders who will guide you through business strategy, innovation, and growth challenges.

Gain personalised insights, access to an expansive network, and actionable advice to accelerate your startup's success. Join us to scale your vision, refine your roadmap, and turn challenges into opportunities.

Online information session
December 5, 2024
16:00 (CET)

REGISTER NOW

Join the next batch!

ENROLL NOW

Apply here now!

<https://www.eitdigital.eu/mentorme-program>

nikolett.fohsz@eitdigital.eu