

# MENTOR.ME

by EIT Digital



**Nikolett Fohsz**

MentorMe Program Lead



**Dénes Csiszár**

Head of Acceleration and Growth

## Welcome to the info session!

*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.*

# 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



A group of four people are gathered around a table, looking at a laptop screen. A man with a beard is pointing at the screen, while a woman with glasses and another woman look on. A man in a light blue shirt is standing in the background. The scene is dimly lit, suggesting an office or meeting room at night.

# Goal of the MentorMe program

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

# Why do most startups fail?



*The critical years are  
2<sup>nd</sup> and 3<sup>rd</sup>*

# Why do most startups fail?



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

# Why do most startups fail?



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





# Program Structure



# Timing and batches

|   | 2025               |     |                             |       |     |      |      |     |      |     |     |     |  |
|---|--------------------|-----|-----------------------------|-------|-----|------|------|-----|------|-----|-----|-----|--|
|   | Jan                | Feb | March                       | April | May | June | July | Aug | Sept | Okt | Nov | Dec |  |
| <b>Batch 1</b><br><i>(application deadline: 20 Dec)</i> | <i>In progress</i> |     |                             |       |     |      |      |     |      |     |     |     |  |
| <b>Batch 2</b><br><i>(application deadline: 20 Feb)</i> |                    |     | <i>Current info session</i> |       |     |      |      |     |      |     |     |     |  |
| <b>Batch 3</b><br><i>(application deadline: 20 Apr)</i> |                    |     |                             |       |     |      |      |     |      |     |     |     |  |
| <b>Batch 4</b><br><i>(application deadline: 20 Jun)</i> |                    |     |                             |       |     |      |      |     |      |     |     |     |  |

# 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

## **Additional Help**

Problem-focused mentoring and advisory (Month 2 – 6)

HR, Marketing, Tech, UX audit (Month 2 – 5)

## **Events**

Webinar (Month 2 – 6)

Online pitch to investors (Month 3, 4, 5)

Startup events (based on availability)

## **Continuous Perks**

Cloud services credits

Access to micro-learning environment

Networking, introductions

# 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

## Core Mentor Calls

Recurring, every month

5 topics, so 5 calls per months

For 6 months

First month is diagnosis, planning, expectations management

## Events

Webinar (Month 2 – 6)

Online pitch to investors (Month 3, 4, 5)

Startup events (based on availability)

## Continuous Perks

Cloud services credits

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# Structure of a **month**

## **Problem-focused mentoring**

Startups notify EIT Digital *or*

Core Mentors see a clear need

Problem-focused “specialist” mentors will stay with the Startup until the problem is solved

## **Audits**

Deep screening projects with multiple sessions, communications

Deliverable sent is a list of suggestions and recommendations

## **Additional Help**

Problem-focused mentoring and advisory (Month 2 – 6)

HR, Marketing, Tech, UX audit (Month 2 – 5)

## **Continuous Perks**

Cloud services credits

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Networking, introductions

# Token “pricing”

## 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

Startups signal a problem, EIT Digital assigns the best mentor.

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

80 Tokens

Investors invited based on the pitching companies.

Startups get 100 tokens every month. Tokens do not stack.

## 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>

# 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)

## Webinars

Webinar invites will be sent 1 month before the webinar

HR, Marketing, Tech, UX audit (Month 2 – 5)

## Pitch sessions to investors

Based on mentor recommendation

3 startups each pitch every month

## Startup events

As we organize or attend them

4YFN, EU-Startups, EBAN Congress, GITEX Europe



# Structure of a month

## Perks

Startups let EIT Digital know

AWS/Azure/Google cloud

## Micro-learning

Masterclass for Startups

Available from February (for 6 months)

## Networking

Startups are asking for help

Mentors will also be proactive

## 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!

# For example...

## Month #1

- Onboarding
- Assignment of core mentors in all 5 topics
- 1<sup>st</sup> 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

- 2<sup>nd</sup> 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)

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

## Month #3

- 3<sup>rd</sup> 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

- 4<sup>th</sup> 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 blazer, is shown in profile from the chest up. She is looking out of a window at a city at night. The background is filled with blurred lights and vertical lines, suggesting a modern urban environment. The overall color palette is dominated by blues and whites, with a touch of red from the woman's lipstick and blazer.

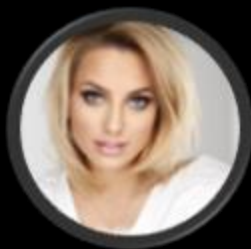
# Mentors and Speakers

# Core Mentors

## Team Dynamics



**Fabrizio Della Pace**



**Nikolett Fohsz**

## Management



**Andrea Lorenzin**



**Linnar Viik**



**Donát Dékány**

## Product-Market Fit



**Andrea Biancini**



**Dénes Csiszár**

## Marketing



**Ben Colson**



**Federico Guerini**



**Raul Morillejo**

## Fundraising



**Daniel Auriel**



**Jari Mieskonen**



**Hicham Najem**



**Tomas Pulido**

# Webinar **Speakers**

<https://tinyurl.com/3at7dbbz>



**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

**19<sup>th</sup> of Feb, 3PM**

***“Common Startup  
Mistakes and How  
to Avoid Them”***



**Mischa Zverev**

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



# Terms and Conditions

The collage features several business-related elements:

- A silver laptop with a keyboard and trackpad.
- A tablet displaying a line graph titled "Company's Growth" showing an upward trend.
- A document with a signature line and the word "Contract" visible.
- A hand holding a pen, ready to sign.
- A document with a table of data, including a "Business Company" header and a table with columns for "Year", "Revenue", and "% Growth".

| Year | Revenue | % Growth |
|------|---------|----------|
| 2015 | 108,287 | +18%     |
| 2016 | 91,819  | +37%     |
| 2017 | 125,819 | +78%     |
| 2018 | 278,161 | +78%     |
| 2019 | 11,827  | +10%     |

Business Company  
Curitiba - Curitiba, LTD  
Rua Paineiras, Alvorada  
Fone: (41) 333-1234  
E-mail: contato@curitiba.com.br



# 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

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



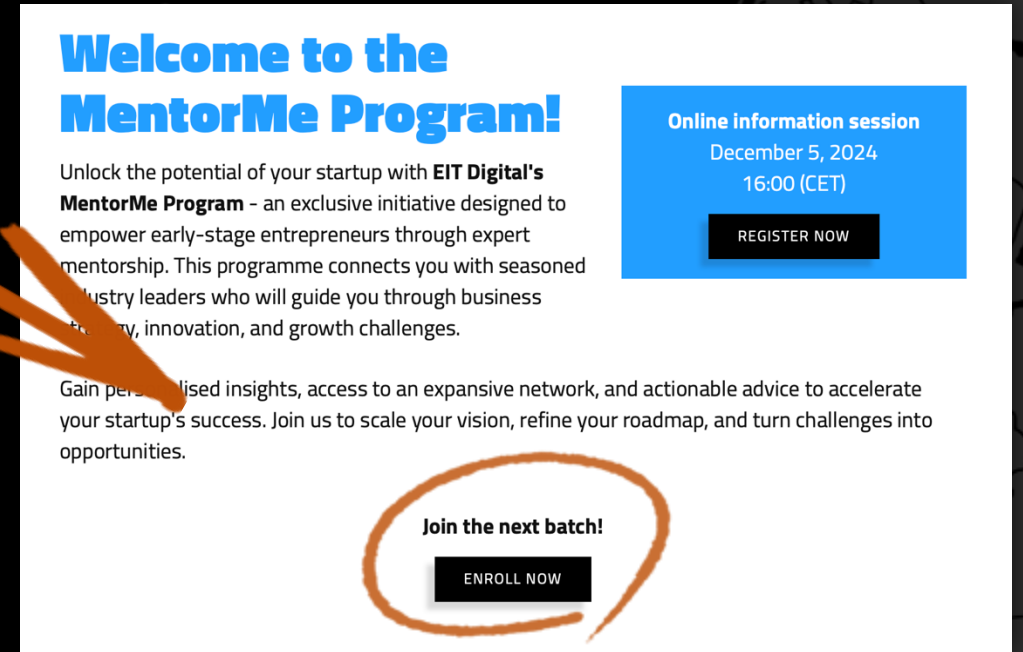
# Apply here now!

## Batch #2

**Application deadline:** 20<sup>th</sup> of February  
**Notification of acceptance:** 28<sup>th</sup> of February  
**Program Starts:** 3rd of March

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

[nikolett.fohsz@eitdigital.eu](mailto:nikolett.fohsz@eitdigital.eu)



**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**