THE TONY ELUMELU FOUNDATION

ENTREPRENEURSHIP PROGRAMME

Mentor Guide

January 2015

1. INTRODUCTION

The Tony Elumelu Foundation Entrepreneurship Programme was launched on 1st January 2015 to identify 10,000 African entrepreneurs over 10 years, with ideas that have the potential to succeed.

The Mentor and Learning Programme is one of the core pillars of The Tony Elumelu Foundation Entrepreneurship Programme. The Programme will assemble world-class volunteer mentors, from across Africa and globally, who will guide the selected startups towards business success.

Mentors will be selected for their demonstrated expertise, passion and alignment to the programme's vision and mission. The engagement between each mentor and startup will be developed and sustained within a closed mentorship and online learning portal; where mentors will provide dedicated support to encourage the development and application of entrepreneurial skills in their assigned startup.

The outcome of this comprehensive framework is to develop the identified startups to become successful businesses that will grow and create up to 1 million jobs and contribute $10 billion in new annual revenue to the African economy.

This guide is to provide general information to potential mentors about the selection criteria, requirements, timeline and code of conduct.

SELECTION CRITERIA

Mentors are required to have the following characteristics to be considered for the mentoring role:

1.1. Substantial experience in business and supporting new entrepreneurs i.e. a successful business owner or middle to high-ranking career executive

1.2. Ideally have a track record of helping others grow and develop.

1.3. Possess a passion for entrepreneurship and/or business operations.

1.4. Strong listening skills and self-awareness.

1.5. Ability to share successes and failures in order to help others learn.

1.6. Must be at least aged 30 and/or have at least eight years business experience.

2. REQUIREMENTS

The following are required of Mentors:

2.1. Complete the mentor registration form that will be part of the mentor's profile on the mentoring and learning portal, hereby granting the Foundation, unrestricted access to the information provided.

2.2. Consent to being matched with up to four mentees by the portal administrator based on information provided in the registration form.

2.3. Commit to a **one-year** term and a minimum of 4 hours per mentee per month for the first three months from April to June and 2 hours per month for the next six months from July to December.

2.4. Commit to delivering mentoring sessions solely through the programme's mentoring and learning portal for which access will be given upon acceptance.

2.5. Consent to contributing articles and learning content for the online resource library.

2.6. Consent to having a social media profile on LinkedIn, Facebook or Twitter.

2.7. Must not be an applicant on the entrepreneurship programme or currently receiving funding from the Foundation.

3. TIMELINE

January – March 2015	Mentor Registration
February – March 2015	Mentor Selection & Matching
April – June 2015	o Portal access to Mentoring & Learning Platform o 12-week online business training for selected Entrepreneurs (with mentor support)
July 2015	o Boot Camp (for Entrepreneurs) o Elumelu Entrepreneurship Forum (for Entrepreneurs & Mentors)
August – November 2015	Entrepreneurs complete their business plans (with mentor support)
December 2015	End of Year Announcements

4. CODE OF CONDUCT

Mentors shall be held to the strictest code of ethics and conduct in administering their duties according to the following:

4.1. **Ethical Standards:** Mentors shall deal in an honest, fair and trustworthy manner while providing mentoring sessions and assessing tasks and business goals. A mentor shall not discriminate against any entrepreneur due to sex, religion, ethnicity, age, race or nationality.

4.2. **Conflict of Interest:** Mentors shall be guided by the programme's interests in their decisions and actions (as mentors) on behalf of the Programme and the Foundation. This requires that mentors identify and disclose any influence or relationship that may give rise to an actual or potential conflict of interest or even the appearance of a conflict with the programme's interests.

4.3. **Fiduciary Duty and Confidentiality:** Confidentiality is a core requirement of mentors. Mentors are required to keep strictly confidential, all business information and ideas shared during sessions and in the forums on the mentoring and learning portal.

4.4. **Protection and Use of Information:** Mentors shall strictly safeguard, protect and use all information and documents received during the term as mentors. Mentors shall follow stringent procedures to prevent loss, theft or unauthorised use of information, documents and other of the Foundation's property. This provision and the confidentiality provision shall survive the lapse of the term as mentors.

4.5. **Relations with Beneficiaries of the Programme:** Mentors shall not maintain any form of personal and business relationship with the entrepreneurs of the programme so as to maintain the integrity of the programme. Any pre-existing relationships must be disclosed.

4.6. **Duty to Report:** Mentors have a duty to report questions and concerns they are aware of relating to the programme to the Foundation and Selection Committee promptly. Members also have a duty to report violations to Foundation policy and applicable laws and regulations, and other concerns that may pose a threat to the integrity of the programme.

5. CONCLUSION

As mentors in The Tony Elumelu Entrepreneurship Programme, you may be invited to participate in the annual Elumelu Entrepreneurship Forum. This opportunity to inspire and develop the next generation of Africa's entrepreneurs is one that is a cornerstone of the entrepreneurship programme.