

## Rules of Engagement

Behind every successful entrepreneur, you will find one, if not many, invaluable mentors. Mentors are essential to the effectiveness of our programs and can fundamentally impact the success of our startups. Mentors can work wonders, but there are rules of engagement to be considered. Below are some important rules of engagement designed to ensure a positive experience with everyone in mind.

- Mentors should be willing to freely share unbiased knowledge and experiences.
- Mentors should facilitate key introductions and offer other actionable guidance when appropriate.
- Mentors should foster an innovative and entrepreneurial culture that values differences.
- Mentors should disclose any existing conflicts of interest that could be considered competitive or otherwise adverse to the interests of the companies.
- Mentors serve on a voluntary basis and operate with a “pay it forward” mindset. There should be **no expectation of reward, equity or compensation** and **mentors should not solicit or sell services of any kind** during the duration of the program.

## The Mentoring Relationship

Mentoring a startup is a valuable resource for entrepreneurs to gain relevant business insight, guidance, and feedback about their product or service. Here are some guidelines for mentoring a startup:

1. **Get acquainted:** Establish a rapport with your venture team and understand their background, history, and milestones.
2. **Provide guidance and advice:** Share your knowledge and experience to help the startup navigate the challenges and uncertainties they face.
3. **Set goals:** Work with the startup to establish clear objectives and milestones, and help them stay on track.
4. **Offer constructive criticism:** Provide honest feedback and suggestions for improvement, while being supportive and encouraging.
5. **Share experiences:** Use your own experiences and lessons learned to help the startup avoid pitfalls and make better decisions.
6. **Identify areas of improvement:** Help your venture identify areas where they can improve their product, service, or business processes.
7. **Connect with industry leaders and investors:** Leverage your network to introduce the venture to potential funders, business partners, and clients.

8. Provide emotional support: Offer encouragement and understanding to help the entrepreneur stay motivated and focused.
9. Establish clear communication: Maintain open and honest communication with the venture, and ensure you are aligned on expectations and goals.

### **Confidentiality**

Throughout the program, you may have unintended access to confidential information. As a matter of practice, please limit the information you share with others to that of a non-confidential nature. Confidentiality agreements are not signed in this program. Willful or unauthorized disclosure of confidential information is prohibited.

### **Professional Conduct**

Treat others as you would like to be treated yourself. As part of this community you should strive to reflect our culture through your actions. Please welcome and be respectful of one another. Together we are responsible for the integrity of the program.

We expect equal treatment without regard to race, color, religion, sexual orientation, gender or gender identity, national or ethnic origin, ancestry, age, disability or veteran status. Verbal comments or actions related to any of these areas may be considered discriminatory, regardless of whether they are unintentional.

We do not tolerate disrespectful or harassing behavior, conversations or interactions. If you experience or witness actions or behavior that violates this standard, or is inconsistent with our culture or values, please notify us. Mentors or founders found to be acting inconsistently with this standard of conduct may be excused from the program.