

**Accelerate
your
talent**

Venture Mentor Program I

Develop your leadership skills in the inspiring context of a unique setting in the start-up scene. Learn about theoretical mentoring concepts and apply them in real-life start-ups founded by young product designers. This immersive experience guarantees your development as a T-shaped professional, combining your expertise with an entrepreneurial working approach.

Experts from different disciplines within an organization often do not speak ‘the same language’ and this can make collaboration difficult or less effective. T-shaped professionals have an entrepreneurial mindset and can see where their discipline overlaps with other knowledge areas. They are capable of applying their expertise across different functional disciplines and driving creative processes. The T-shaped profile is vital to multidisciplinary collaboration and innovative problem-solving.

Mentoring entrepreneurs is a new perspective within organizational mentoring and one which will have a major impact on team performance. Venture mentoring focuses on steering an entrepreneurial decision-making process in a dynamic context of uncertainty and unexpected outcomes. Venture mentors know how to support the founder of a start-up in the process of taking a business from the idea stage to a scalable enterprise. They play an essential role in helping (internal) start-ups make decisions and shape their business activities. An agile, user-centered and conducive approach is a key requirement.

An entrepreneurial company culture is essential for a fertile innovation climate. Employees need to develop a T-shaped profile and know how to apply the process of Design Thinking in order to foster valuable innovations. Our vision is to provide high quality mentorship for (internal) start-ups via an extensive network of experienced entrepreneurs and industry experts. We offer a step-by-step approach for transforming ideas into feasible concepts and tangible prototypes and developing innovation leadership.

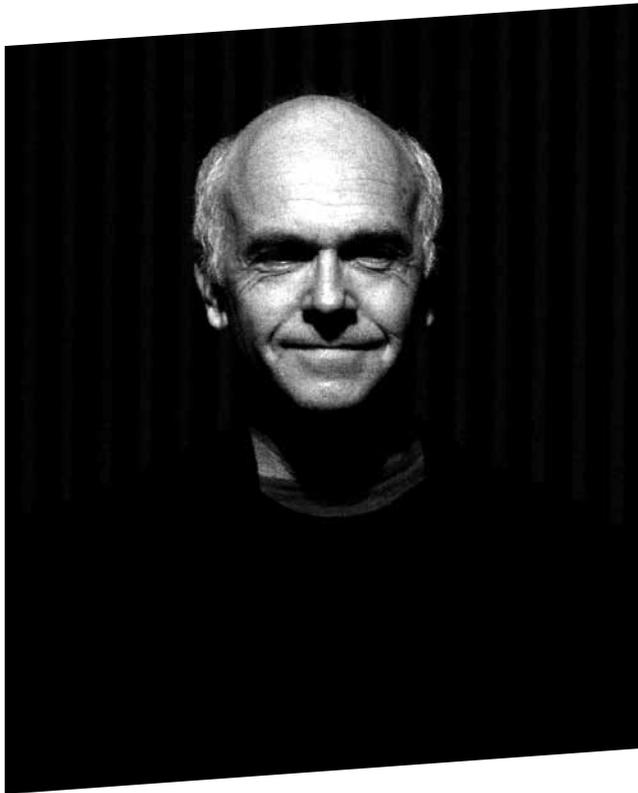
Target group

You are accustomed to being responsible for a team. You enjoy explaining the strategic lines or you have a motivating role in your organization. You want to motivate your colleagues, you target results in the agreements you make with them and evaluate their performance accordingly. You want to know how to improve the process of developing new initiatives and how to drive innovations.

We welcome applications from potential mentors with expertise in one or more of the following areas: strategy, leadership, technology, business development, marketing, finance. An interview is part of the intake procedure.

Unique learning environment

Combining the academy with a start-up field lab makes for a great learning environment because you can apply what you have learned in an authentic and creative start-up setting before transferring your new skills to your own company. The result is an out-of-the-box experience and a context where participants can practice and experiment safely until they feel confident enough to apply their new skills in their normal working environment.



“For most companies, there’s no shortage of ideas. The difficult bit is making ideas actually happen”

John Oswald
*Global Principal of the Advisory Team
at Futurice*

Content

The Venture Mentor Program guides participants through a unique start-up methodology that focuses on Entrepreneurship and Design Thinking. The program addresses the following topics:

Entrepreneurship

- Credible value proposition
- Viable business case
- Strategic approach for business plan validation
- Storytelling to involve stakeholders

Design Thinking

- Map the context of the problem
- Define the scope and the solution criteria
- Ideate systematically and redesign
- Proof of concept

Venture mentoring

- Mentor profiles
- Mentor roles related to the process, the goals and subject-matter expertise
- Mentor skills with a focus on feedback and peer review models
- Talent development and innovation leadership

Mentoring occurs at all stages of venture development, from questing in the early R&D phase, through to matching with stakeholders, training and launching. We coach and train mentors to optimally match their experience, expertise and style to their roles.

Structure and duration

Different learning elements assure an integrated result and continuous shifts between theory and practice. The learning track lasts for nine months. Four mentor classes, two Talent coaching sessions and one Speed Date event are organized during this period. *Time investment: 7 days from 10am to 5pm and one hour of preparation for each day.*

During the 9-month period, the participant also puts his/her newly acquired competences into practice in 6 mentor sessions, which bring together the start-up entrepreneurs, mentors and guest lecturers in order to monitor the progress made by the start-ups and connect them to the relevant network. One Business Pitch event and one Knowledge Sharing event will also be organized. *Time investment: 8 days from 1pm to 5pm.*

After completing this track, the participants join a network for peer-review and sharing experiences in the future.



Program

Presentations during the Dutch Design Week at Strijp-S

1. Introduction to Venture Mentoring

*Location: Designforum,
Klokgebouw 126,
5617 AB Eindhoven*

- The entrepreneurial mindset
- Defining boundaries and responsibilities in venture mentoring
- The arena: lean start-up principles
- Design Thinking

2. Speed dates to meet start-ups

*Location: Designforum,
Klokgebouw 126,
5617 AB Eindhoven*

- Meet the start-ups and practice applying a venture mentor questioning approach

3. Systematically find a match with a start-up

*Location: SingularityU,
Torenallee 22-06,
5617 BD Eindhoven*

- How to assess a value proposition;
- Business plan assumptions;
- Situational mentor roles in entrepreneurship I;
- Filter candidates to identify a match and confirm the fit

4. Practice mentoring skills in Mentor sessions (4 sessions)

*Location: Designforum,
Klokgebouw 126,
5617 AB Eindhoven*

- Practice mentoring your start-up
- Help fellow mentors in the role of sparring partner and liaison to the relevant network;
- Guest lectures on entrepreneurship in practice





5. Fail fast...

*Location: Designforum,
Klokgebouw 126,
5617 AB Eindhoven*

- Business plan validation & pivots
- Financial projection
- Situational mentor roles in entrepreneurship I;
- Scrum

6. Talent coaching I

*Location: PSV Stadion,
Frederiklaan 10e,
5616 NH Eindhoven*

- Coaching to identify personal strengths and development issues in venture mentoring

7. Business Pitch event

*Location: ASML,
de Run 1150,
5503 LA Veldhoven*

8. Show & share

*Location: VanBerlo,
Zwaanstraat 31A,
5651 CA Eindhoven*

- Test design
- Find early adopters
- Branding
- What people want to hear

9. Talent coaching II

*Location: PSV Stadion,
Frederiklaan 10e,
5616 NH Eindhoven*

- Coaching to identify personal strengths and development issues in venture mentoring

10. Practice mentoring skills in Mentor sessions (2 sessions)

*Location: Designforum,
Klokgebouw 126,
5617 AB Eindhoven*

- Mentor your start-up with a focus on communication and the involvement of stakeholders;
- Prototyping
- Talent development





Project leaders

The project leaders for this track are Tom Scholte, Rutger Beekelaar and Roel Bonten, supported by guest speakers.

Drs Tom Scholte

Tom Scholte studied ICT & Management in London and then specialized in creating learning organizations. Modern entrepreneurship is often described as a build-measure-learn loop. He takes this as his point of departure when coaching start-ups and implementing the lean start-up method.

Ir. Rutger Beekelaar

Rutger Beekelaar studied Mechanical Engineering at TU/e and attended the SchoolvoorCoaching in Utrecht. He has experience in management and leadership across multiple fields, ranging from high tech to mental healthcare. He focuses mainly on matching the interests of the business to the personal interests of the people involved in order to create a context for continuous improvement.

Drs. Roel Bonten

Roel Bonten studied Psychology at Radboud University Nijmegen, with Learning and Development as his specialism. As a trainer/coach, he helps people learn faster and more effectively. He knows how enthusiasm, connection and trust stimulate people emotionally and inspire them to take on new challenges. Bonten integrates the latest insights and methods from applied

behavioral science in his work. His objective is to achieve sustainable and valuable performance improvements through personal development.

Result

After attending the course:

- You have grown as an intrapreneur and have developed an excellent understanding of business dynamics and all the associated facets, from the first customer's needs to delivery of a complete solution;
- You are a trained T-shaped professional; i.e. you are capable of approaching a problem flexibly from different perspectives, you feel competent in a variety of roles and you work more efficiently in project teams. You know how to foster the growth of new initiatives in your own working environment, from idea to concept to implementation;
- You are familiar with the process of Design Thinking as a successful problem-solving approach that is increasingly prevalent in business and social contexts;
- You have enhanced your natural leadership skills and are capable of managing by results in an effective way that suits your style, your colleagues and your organization.

Investment

Your investment in this track is:

- €3950 excluding 21% Dutch VAT (BTW).
- There is an additional fee of €240 excluding 21% Dutch VAT (BTW) for coffee, tea and lunch and use of the venues and facilities.
- The total study load amounts to 88 hours in 9 months (56 hours for training and coaching, 32 hours for practical mentoring).
- Additional personal coaching is provided on request.

Registration

Please register for the upcoming course of your choice via our website: www.designforum.nl/vmp. If you require further information, please contact us via info@designforum.nl or call +31 641051186.

- Visit www.designforum.nl/vmp for details of the exact course dates
- The maximum group size is 12 participants.

Before the track starts, the participant and trainer plan a telephone call to discuss individual learning objectives and the details of the selected learning track.

Contact

Designforum

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Proficiency levels

We distinguish three levels in Venture Mentor development based on the mentor's knowledge of entrepreneurship and his/her experience in the start-up scene. Each level corresponds to a specific module in the Venture Mentoring program.

Level I.

Introduction to Entrepreneurship and mentorship training in preparation for practical application in the Start-up Field Lab.

Level II.

Further experience in Entrepreneurship and building a track record as a Venture Mentor for start-ups.

Level III.

Fully proficient and highly experienced Venture Mentor with an extensive network of support partners.

