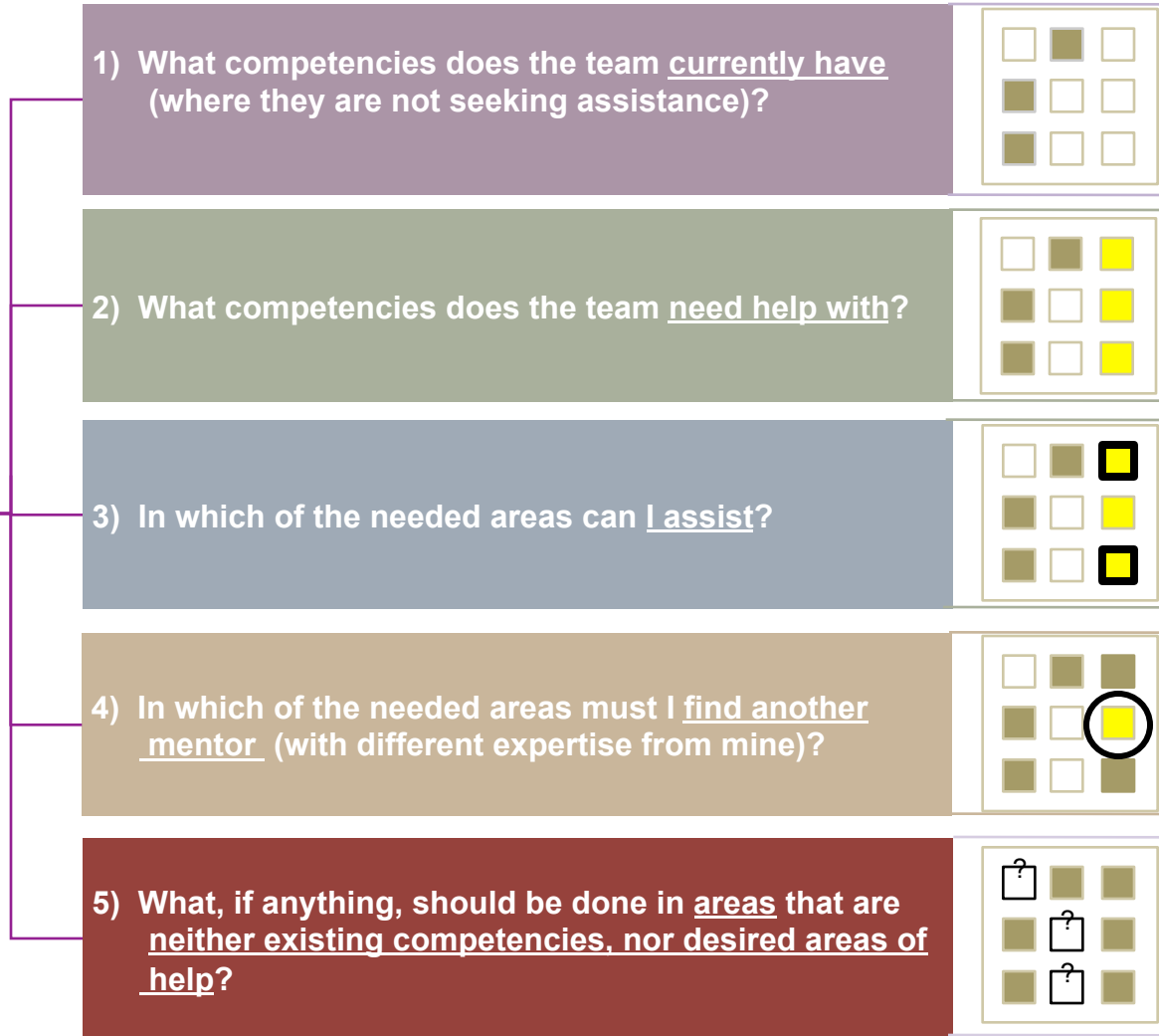


Mentor / Entrepreneur Collaboration Framework

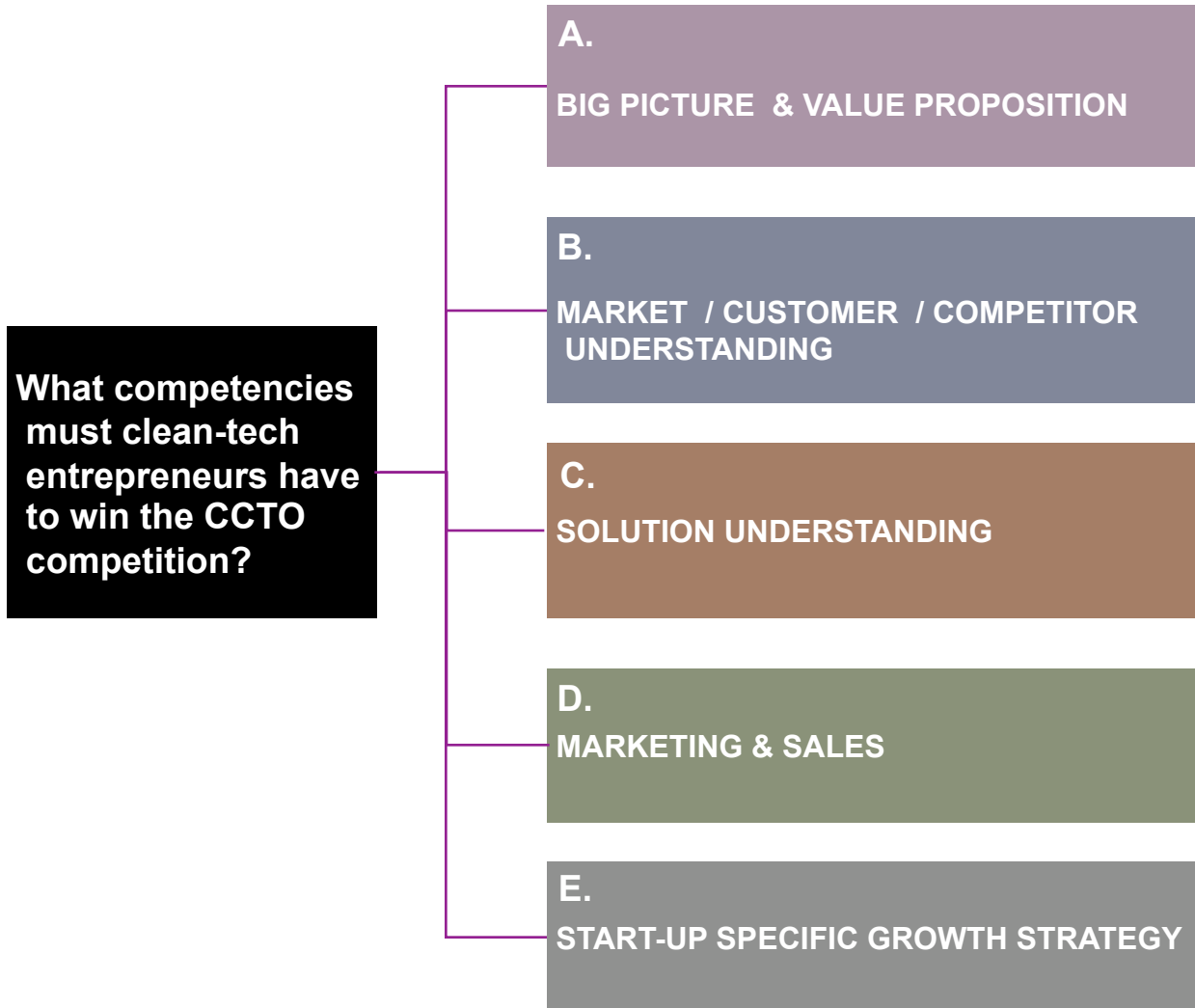
Mentors and entrepreneurs can use this framework to identify where assistance is needed.

How can I best help my mentee company win the California Clean Tech Open?



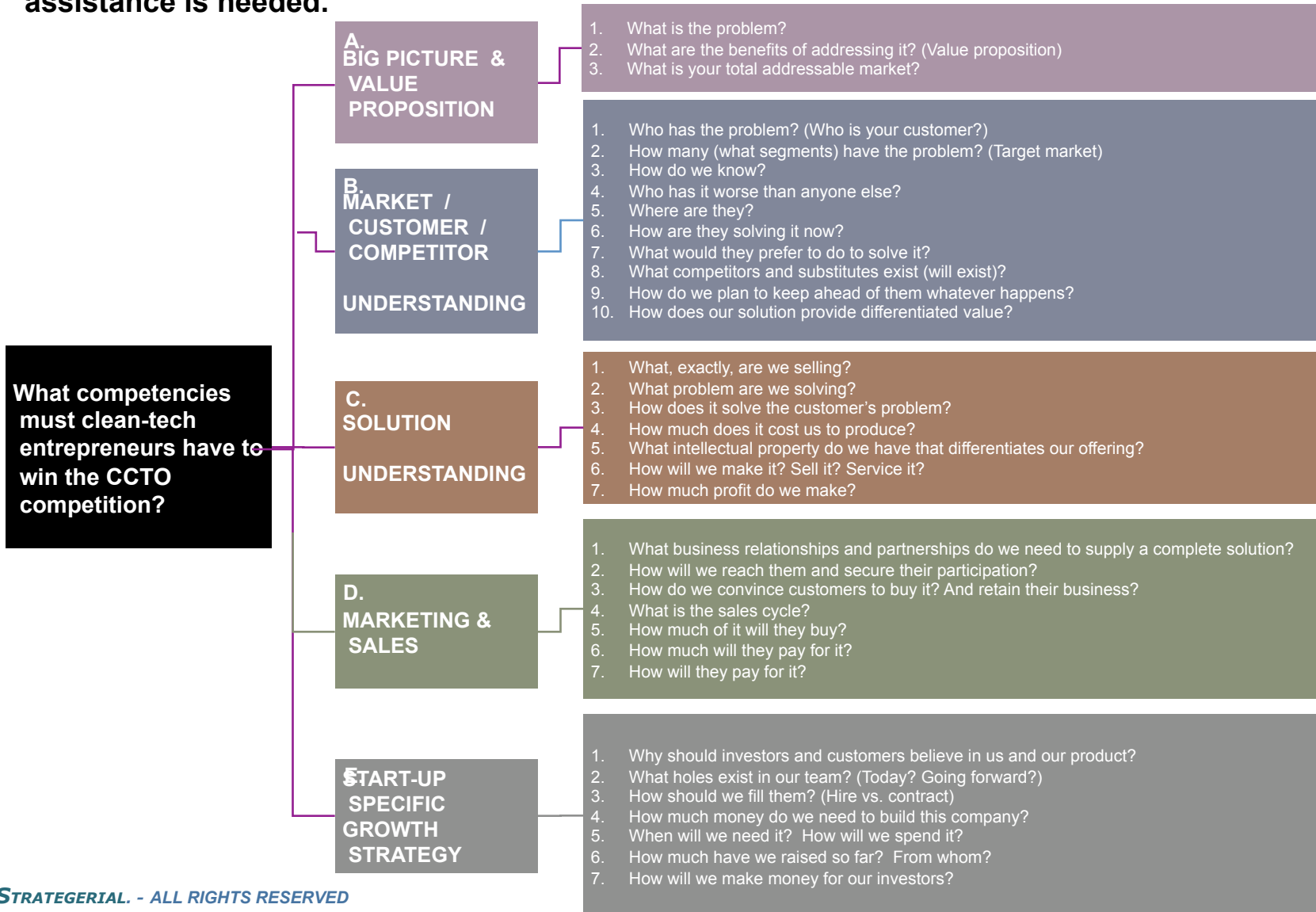
Competencies Needed to Win the Competition

Entrepreneur teams need competencies in all five areas.



Competencies Needed to Win the Competition

Targeted questions were identified in the five competency areas to help identify where assistance is needed.



Competencies Needed to Win the Competition

Completing the table below will enable mentors and entrepreneurs to effectively collaborate, as well as identify where additional expertise is needed.

MENTOR / ENTREPRENEUR COLLABORATION FRAMEWORK		TO BE COMPLETED BY ENTREPRENEUR TEAM			TO BE COMPLETED BY MENTOR		
		No assistance needed	Need Assistance	None of the Above ¹	Mentor Can Help	Need to Find Another Mentor	Comment
A. BIG PICTURE & VALUE PROPOSITION	1. What is the problem?						
	2. What are the benefits of addressing it? (Value Proposition)						
	3. What is the total addressable market?						
B. MARKET / CUSTOMER / COMPETITOR UNDERSTANDING	1. Who has the problem? (Who is your customer?)						
	2. What segments have the problem? (Target market)						
	3. How do we know?						
	4. Who has the problem worse than anyone else?						
	5. Where are they?						
	6. How are they solving it now?						
	7. What would they prefer to do to solve it?						
	8. What competitors and substitutes exist (will exist)?						
	9. How do we plan to keep ahead of them?						
	10. How does our solution provide differentiated value?						

¹ This is to identify areas that are neither current competencies, nor require immediate assistance. They may be areas of future risk.

Competencies Needed to Win the Competition

Completing the table below will enable mentors and entrepreneurs to effectively collaborate, as well as identify where additional expertise is needed.

MENTOR / ENTREPRENEUR COLLABORATION FRAMEWORK		TO BE COMPLETED BY ENTREPRENEUR TEAM			TO BE COMPLETED BY MENTOR		
		No assistance needed	Need Assistance	None of the Above ¹	Mentor Can Help	Need to Find Another Mentor	Comment
C. SOLUTION UNDERSTANDING	1. What, exactly, are we selling?						
	2. What problem are we solving?						
	3. How does it solve the customer's problem?						
	4. How much does it cost us to produce?						
	5. What intellectual property do we have that differentiates our offering?						
	6. How will we make / sell / service it?						
	7. How much profit will we make?						
D. MARKETING & SALES	1. What business relationships and partnerships do we need to supply a complete solution?						
	2. How will we reach them and secure their participation?						
	3. How do we convince customers to buy it? And retain their business?						
	4. What is the sales cycle?						
	5. How much of it will they buy?						
	6. How much will they pay for it?						
	7. How will they pay for it?						

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Competencies Needed to Win the Competition

Completing the table below will enable mentors and entrepreneurs to effectively collaborate, as well as identify where additional expertise is needed.

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E. START-UP SPECIFIC GROWTH STRATEGY	1. Why should investors and customers believe in us and our product?						
	2. What holes exist in our team? (Today? Going forward?)						
	3. How should we fill them? (Hire vs. contract)						
	4. How much money do we need to build this company?						
	5. When will we need it? How will we spend it?						
	6. How much have we raised so far? From whom?						
	7. How will we make money for our investors?						

¹ This is to identify areas that are neither current competencies, nor require immediate assistance. They may be areas of future risk.

APPENDIX : The Judging Process

To win the California Clean Tech Open competition, teams must show outstanding performance in all the following categories:

- Concept and Product
- Feasibility
- Market
- Financials and Profitability
- Sustainability
- Team

Sustainability Criteria

California Clean Tech Open urges all contestants to incorporate sustainability into their business plans. Contestants accomplish this by incorporating environmentally beneficial choices into every business decision, from materials usage, to choice of vendors to employee impacts. Start-ups that adopt sustainable practices from the very beginning will gain advantage over their competition by reaching more markets, strengthening their brands and devising innovative design and manufacturing methods.

To win the California Clean Tech Open, contestants must effectively address sustainability criteria. They should be able to explain how their business will apply technology and innovative business models to solve relevant environmental problems in ways that avoid creating more serious problems as their businesses grow.

The questions the judges are asked to ask themselves start with ... “Overall, will the business have a significant positive environmental impact?”