

# **CReBUS project potential mentees and mentors**

**Workshop of the CReBUS project „Creating a business in the digital age –  
developing entrepreneurship competencies for young Europeans  
through eMentorship”**

**21 October 2011  
Rīga, Jūrmalas gatve 74/76**

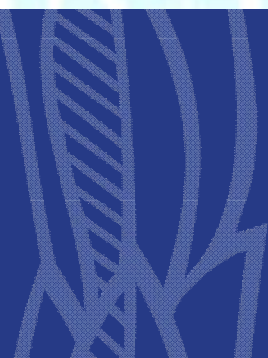
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# CReBUS POTENTIAL MENTEES





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# WHERE GOOD IDEAS COME FROM by Steven Johnson (4:07 min)



One of our most innovative, popular thinkers **Steven Johnson** takes on-in exhilarating style-one of the key questions: Where do good ideas come from?

<http://www.youtube.com/watch?v=NugRZGDbPFU&feature=related>



# Definition of mentees

In CReBUS, by mentees we understand students and graduates (priority to students from the fields of education, psychology, administration and social sciences) and young entrepreneurs with ages between 18-35 years old.

## *Additional criteria*

- Priority to students; and, in case the number is not reached, there will be selected additional young entrepreneurs from the next criteria:
  - To have a business no longer than 24 months (or not have a business at all)
  - To have a previous entrepreneurial experience no longer than 24 months (or not have entrepreneurial experience)



# Requirements of the CReBUS project

## For mentees:

- Create a business plan and think about ways of improving the current business plan(s), create a detailed work programme
- Create an action plan after the end of the training activities and participate to the impact evaluation process
- Ask advice from mentors regarding their business plan(s). Raising questions regarding how to model excellence in their area of interest
- Ask educational and professional resources from mentors and use them in creating the business
- Write eMentoring Progress Reports at 2 weeks to mentors regarding their activities and also to the members of the national teams (respectively to the responsible from the institution that enrolled them)
- Participate in mentoring session(s) for 2 hours/week (this can be further discussed) and sharing their experiences with other mentors and mentees
- Use the practical opportunities provided by mentors in order to understand the potential of the business sector in which they are interested



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# What is an Entrepreneur? (1:56 min)



Panelists from New York Entrepreneur Week (NYEW) reflect on what it means to be an entrepreneur.

<http://www.youtube.com/watch?v=lZKhZmvJuZY&feature=related>



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# CReBUS POTENTIAL MENTORS



# Definition of mentors

**In CReBUS, by mentors we understand an entrepreneur with over 3 years within the same business.**

## *Proposed additional criteria*

- Business turnover (the exact number can be set by the partners)
- Profit (the exact number can be set by the partners)
- Employed personnel in the business (the exact number can be set by the partners)





# Requirements of the CReBUS project

## For mentors:

- Give advice to students regarding the business plan and the optimization of business plan, according to their own needs and for the other documents used in the project.
- Answer in maximum 3 days to student's questions (in order to have at least 2 sessions/week)
- Offer educational resources to students (books, articles, professional information)
- Give feedback (2 weeks might be a standard) to students regarding their progress in reaching their objectives and also to us regarding the general mentoring process
- Participate in the mentoring activities for at least 2 hours/week
- Create practical opportunities for students (i.e. visit the headquarters of their business, in the case of national tandems)
- Sharing their experiences with other mentors and mentees
- Propose lists of new business ideas in a certain area of interest (i.e. minimum 5 ideas) to help and motivate students, and also new trends, models and estimations in / for their sector of activity



# Ways of encouraging

- Diploma or certificate of participation in the project for both the students and mentors; recognition of mentor qualification (if it's possible) – for the entrepreneurs
- Prizes for entrepreneurs and students especially if they have good results
- Another idea is to train students to offer services for entrepreneurs (marketing strategies, market research, create PR strategies)
- Participation at the conference
- Making the participants aware about the importance of networks and networking: they could find important business partners by collaborating in our project
- The possibility of hiring respectively working in a great business environment (as an alternate option for those who do not create their own business)



# Stages of eMentoring

## Stage 1

**NATIONAL**  
**Latvia**

Pre-mentoring 07.11.2011

**eMentoring 13.11.2011 - 18.12.2011**

## Stage 2

**TRANSNATIONAL**

**Latvia**  
**Romania**  
**Spain**  
**Italy**  
**Austria**

12.02.2012 Pre-mentoring

**20.02.2012 - 02.04.2012 eMentoring**



# Online registration

Online registration and selection – until 24.10.2011  
Matching – until 01.11.2011

[moodle.crebus.eu](http://moodle.crebus.eu)

**Step 1.** On the start page click on one of the login links:

You are not logged in. (Login)  
English (en) ▾

**Step 2.** If you already have your username and password you can login on the left part of this page. If you are registering please read the instructions on the right and click the button “Create new account”

The screenshot shows the Moodle login interface. On the left, there is a login form titled "Returning to this web site?". It includes a "Login here using your username and password" section with fields for "Username" (containing "avesur") and "Password", and a "Login" button. Below this is a "Some courses may allow guest access" section with a "Login as a guest" button. At the bottom of the login form is a link for "Forgotten your username or password?" with a "Yes, help me log in" button. On the right, there is a section titled "Is this your first time here?" which contains instructions for new users and a "Create new account" button at the bottom.

**Step 3.** Please fill the fields in the form and click "Create my new account". You'll get an email to confirm and you will be able to login with your username and password provided. Congratulations!



[www.crebus.eu](http://www.crebus.eu)

[moodle.crebus.eu](http://moodle.crebus.eu)

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[www.pzi.lu.lv/index.php?id=pzipetnieciba\\_inc6](http://www.pzi.lu.lv/index.php?id=pzipetnieciba_inc6)

**Thanks a lot for your attention!**