

**Southwest Michigan Innovation Center
CEO Mentor Program Application**

ARE YOU....

- Successful in your chosen career?
- A person of integrity with a community spirit?
- Experienced in life and business?
- Someone with wisdom to share?
- Interested in helping others?
- A person with a global, up-to-date view of your business industry?
- Connected to business resources?
- Tied into a strong network of people?
- Accessible when a friend needs your help?
- A good listener?
- A good teacher?
- Willing to share what you have learned with entrepreneurs?

If you answered **YES** to the questions above, then you might make a perfect mentor for an entrepreneur at the Southwest Michigan Innovation Center. This is your chance to share your success and participate in another person's success, to learn new things as you teach someone else, and to expand your own network of business resources.

If you would like to be a mentor for one of the client companies at the Southwest Michigan Innovation Center, please fill out the attached assessment form. An assessment of your skill sets is required to best match you with the needs of the client. I would like you to assess your own skills on a scale of 1-5:

- 5—outstanding
- 4—above average
- 3—average
- 2—below average
- 1—weak

- 1. Financial _____
(if you ranked a 4 or 5, please complete A-C)
 - A. Budgeting _____
 - B. Reporting _____
 - C. Acquiring Capital _____

- 2. Marketing _____
(if you ranked a 4 or 5, please complete A-G)
 - A. Industry Analysis _____
 - B. Market Research _____
 - C. Market Strategy _____
 - D. Distribution _____
 - E. Pricing _____
 - F. Competition _____

- G. Promotional Plans _____
- 3. Operations _____
(if you ranked a 4 or 5, please complete A-D)
 - A. Management _____
 - B. Manufacturing _____
 - C. Logistics _____
 - D. Training _____
- 4. Technical _____
- 5. Product Development _____
- 6. Sales _____
- 7. Human Resources _____
- 8. Strategic Planning _____
- 9. Corporate Partnering _____
- 10. General Management _____
- 11. Risk Management _____
- 12. Legal _____
- 13. Accounting _____

I would also appreciate if you would attach a current resume to this questionnaire. Your survey and resume are kept confidential and will not be shown to the client or any other individual. This information will help me in making the best matches of mentors with clients.

You will find our current mentor procedure process attached. I will be in touch with you soon to match your skills to one of our clients. In the meantime, please call me if you have any questions, and thank you for your support of the Southwest Michigan Innovation Center.

Sincerely,

Sandra Cochrane
Manager, Technology Initiative

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