



## Entrepreneur Information

The **SJF Cleantech Mentorship Program – New York Metro** provides a unique opportunity for cleantech entrepreneurs to accelerate the growth of their companies by engaging with experienced entrepreneurial and industry leaders.

### Eligible entrepreneurs

Early stage cleantech entrepreneurs that are committed to accelerating their company's growth and are able and willing to attend program events in New York City. Applications will be evaluated on the viability and potential of the business model, market size and need for the product or service, experience of the entrepreneur/management team, and the ability of the entrepreneur to benefit from the program.

### Program content

- **Initial Assessment**

The program will begin with an initial assessment of the entrepreneur's business model by SJF staff. The entrepreneur and SJF staff will jointly identify business development priorities and goals for the course of the mentorship program.

- **Mentorship**

Selected entrepreneurs will each be matched with a mentor who is either a seasoned manager, an expert in the relevant industry, or an experienced practitioner in the business issues that are most important to the entrepreneur. Entrepreneurs will meet with their mentors monthly.

- **Peer Content and Roundtable Sessions**

SJF will convene the participating entrepreneurs every four to six weeks, with a mix of programming including structured content on topics of interest, facilitated peer roundtables, and informal networking events. Entrepreneurs will also have an opportunity to gain input from a strategy roundtable of experts on a key strategic issue.

**Example content topics** (final curriculum will be tailored to the needs of the group):

- Validating your market
- Marketing with limited resources
- Financial modeling
- Legal issues for entrepreneurs
- Recruiting talent and advisors
- Financing options and strategies
- Presenting to investors
- Pitch practice

- **Networking**

Kickoff and final events, as well as cleantech network events through the year, will provide high-value networking opportunities.

### Program details

- **Schedule:** Selected entrepreneurs will be notified in December. The nine-month program will begin in January 2010 and conclude in fall 2010.
- **Registration Fee:** Selected entrepreneurs will be required to pay a \$500 fee to participate.
- **Openings:** Ten entrepreneurs will be selected to participate.
- **Deadline to apply:** November 16, 2009

**TO APPLY:** Visit [www.sjfventures.com](http://www.sjfventures.com) for the simple online application; email [mentorship@sjfadvorsory.org](mailto:mentorship@sjfadvorsory.org) with any questions.

Citi Foundation

