



JOHN CABOT
UNIVERSITY



JCU INSTITUTE FOR ENTREPRENEURSHIP
Real Ideas Real People Real Community



Peer-to-Peer Mentoring Program A Business Mentoring Program in English

Created for Italian *Licei* and by the JCU Institute for Entrepreneurship as part of the MIUR Alternanza Scuola Lavoro

Executive Summary

Participating JCU/partner university students (Mentors) will volunteer to be connected to Italian High School Students (Mentees) to solve real business problems or develop business models for their business or social venture idea. **Mentees** will be required to deliver a short PowerPoint presentation at the end of the program. This program is aimed at third and fourth year students enrolled in Italian high schools as part of the Alternanza Scuola Lavoro program (ASL).

Dates: Summer I 2018: Tuesday evenings 6:00-8:00pm: May 22nd, May 29th, June 5th, June 12th and June 19th on the John Cabot University Campus.

Mentors are expected to guide the meetings and help Mentees structure their projects, including helping with sources of information for the research, feedback on assignments and progress, as well as encouragement throughout. Mentors should have some knowledge of business planning and marketing. JCU professionals will assist in the first class so as to set up the framework of expectations as well as review helpful resources. Optional: the mentors may be asked to produce a 500-1000-word reflection paper on the cross-cultural mentoring experience.

The program schedule for each weekly session is provided below.

“If you light a lamp for someone, it will also brighten your own path.”
(Buddhist proverb)

The Mission

The overall objective of this program is to encourage cross-cultural learning between **Undergraduate Students** who have had some training in entrepreneurship or business, and **Italian High School Students**, within the **broad spectrum of entrepreneurship-focused mentoring**.

Our vision is of a community where mentoring and befriending can empower young people to reach their full potential, as well as having a wider benefit for the climate at JCU and participating schools, by helping to reduce conflict, promoting self-confidence and self-esteem. Peer mentoring fits well with JCU’s and partner schools’ policy initiatives such as participation, community service and volunteering.

A review carried out by the California Research Bureau found that “peer tutoring and mentoring can positively affect academic achievement as evidenced by improvements in test scores, grade point averages and course pass rates. In addition, students showed improved social integration as evidenced by improved attendance, reduced disciplinary referrals, and improved student attitudes toward school.” (Powell, 1997)

The Program Schedule for Summer I 2018

For Summer 2018, the program will be structured as five 2-hour meetings, one evening per week, during which mentees, assisted by mentors, will develop a business model and a presentation for their idea (business or social venture).

Meeting 1: Tuesday, May 22nd 6:00-8:00pm

- Introductions
- Basic overview of the Lean Startup method
- Examples of the short elevator pitch (under 3 minutes, few or no slides)
- Brainstorming of ideas
- Selection of the ideas with the greatest potential
- Creation of the groups, balancing mentors and mentees

Home assignment: mentees conduct research to determine whether the product or service they are working on is feasible, who might be interested in it and why, who would pay for it. Mentors will assist in defining the assignment more narrowly based on the specific idea.

Meeting 2: Tuesday, May 29th 6:00-8:00pm

- Discussion of findings
- Development of the Value Proposition
- Introducing the Business Model Canvas
- Planning a survey (optional)

Home assignment: mentees conduct the survey, collect the data and begin to prepare the business model canvas.

Meeting 3: Tuesday, June 5th 6:00-8:00pm

- Discussion of findings
- Refining the Value Proposition and Target Market
- Defining Pricing and Costs
- Updating the Business Model Canvas
- Planning how to develop a prototype

Home assignment: mentees develop prototype for their product or service (this can be a model, a sample of the product, the wireframes for an app, an e-commerce website, and so on, depending on the specific idea).

Meeting 4: Tuesday, June 12th 6:00-8:00pm

- Review of prototypes
- Introducing the basic concepts of Marketing
- Planning a marketing campaign (which could include logo, packaging, website, brochure, flyers, facebook page, facebook posts, Instagram presence, etc.)

Home assignment: mentees execute on marketing campaign.

Meeting 5: Tuesday, June 19th 6:00-8:00pm

- Discuss results of marketing campaign
- Craft the pitch, using a maximum of 7 slides (cover, hook, need, solution, uniqueness, financials¹, team)
- Practice the oral delivery of the pitch
- GRAND FINALE: TEAMS PRESENT THEIR BUSINESS/SOCIAL VENTURE IDEA

Mentors are expected to guide the meetings and help mentees structure their projects, including helping with sources of information for the research, feedback on the assignments and the progress, as well as encouragement throughout.

Mentees will interact with mentors, courteously and professionally at all times, mindful of the Mentor's commitment and dedication to the program; this includes thorough preparation, completing the home assignments as instructed by the mentors. Mentees will also keep a diary of each encounter, which will be submitted at the end of the project together with the presentation.

Benefits

High School Students will learn to:

- Understand the startup process
- Perform research using digital sources
- Build a robust, persuasive argument supported by evidence
- Interact in English in a semi-professional setting

¹ Financials will be limited to an estimate of unit sales, sales revenues, costs and profits.

- Feel empowered and gain confidence
- Have the opportunity to form one-on-one relationships with mentors from other countries

Mentors will benefit by:

- Gaining invaluable cross-cultural experience with young members of the local community by acting as enablers of young talent, providing knowledge, advice and valuable insights
- Developing life skills by encouraging and supporting younger students
- Experiencing personal and professional growth by advancing their leadership, problem-solving, networking and general communications skills
- Helping to create a collaborative community

Information for Italian high-schools

Support for teachers

Italy Starts is designed to be a very flexible tool that can help participating teachers apply a variety of themes taught in the classroom in a stimulating, engaging way. Resources such as articles, videos and other useful materials will be provided. Teachers may wish to work with students throughout the semester, using the program as a platform for further language learning.



Participating teachers will automatically become Friends of the Institute and will be invited to other events related to Entrepreneurship and innovation throughout the year.

Thank you for the invaluable opportunity that you have offered to my and other Italian students. This is just the kind of activity in which they like and need to be engaged as it is challenging, formative, and extremely useful and up-to-date.

Maria D'Alessandro, teacher at Liceo Giulia Falletti di Barolo

Alternanza Scuola Lavoro (ASL)

This project qualifies as 40 hours towards the total requirement for ASL, broken down as follows:

Mentor-Mentee meetings:	10 hours
Preparation, research and home assignments	30 hours

Information for Partner Universities

The following is an illustrative example of how the program can be adopted by a Partner university, based on a real case for Summer 2018.

Partner University has a summer program that brings 20-25 students to Rome for five weeks, during JCU's Summer I session. The Partner University students have backgrounds in business and entrepreneurship, and part of the purpose of their study abroad experience is to gain hands-on experience combined with service. *Italy Starts* fits both objectives and helps build a sense of responsibility towards the younger generations.

The Partner University shares the *Italy Starts* program with its students and primes them to think about how to guide the mentees through it. The final output of each working group will be a prototype of the business idea, a brief powerpoint presentation and a very short pitch, delivered on the last day.