



THE BAIADA MENTORS PROGRAM

LAURENCE A. BAIADA CENTER FOR ENTREPRENEURSHIP IN TECHNOLOGY

INCUBATING IDEAS, ENTREPRENEURS AND COMPANIES

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www.lebow.drexel.edu/baiada/baiadamentors.html

Learn Here, Lead Anywhere™



LeBow

LEBOW COLLEGE OF
BUSINESS

Baiada Mentors—Helping Entrepreneurs Turn Dreams into Reality

When Drexel University's LeBow College of Business established The Laurence A. Baiada Center for Entrepreneurship in Technology, it created an innovative, business incubation program for the Drexel University community. At Baiada, talented individuals can develop their entrepreneurial skills through the Center's full-service capabilities and help make their business-venture goals a reality.

Who are the Mentors?

The Baiada Mentors program is one of the keys to the Baiada Center's success. Drawn from diverse business fields, Baiada Mentors are experienced and well qualified professionals who have volunteered to share their knowledge and expertise with the entrepreneurs and the student community at Drexel. Many of the Mentors are entrepreneurs who established their own businesses. They are highly skilled individuals who network in the regional, national and global business world.

What Do Mentors Do?

Mentors provide advice, counsel, guidance, and personal encouragement to new entrepreneurs in the early phases of their business planning, or to entrepreneurs who are growing an existing business. Their expertise can help entrepreneurs to implement strategies and achieve objectives – core elements in creating a fully operational, successful business.

Mentors support entrepreneurial endeavors at every stage from development of the initial business concept to the preparation of a business plan, its implementation and the many important steps involved in a company's growth.

Thanks to years of experience, Mentors are valuable role models. They offer a "big picture" perspective, as well as provide support with the many critical details that can make a significant difference between success and failure of a new business.

Mentors get gratification from knowing that their expertise and effort helped an entrepreneur establish a solid foundation for his or her business. There is a high level of satisfaction in watching the seeds of an idea grow into something of which to be proud, and realizing that a Baiada Mentor helped make it possible. That is what it is to be a Baiada Mentor.

Mentors Classification

There are three levels of Mentor and Entrepreneur interaction within the Baiada Mentors Program:

- ◆ **Primary Mentors:** person-to-person contact.

Mentors and entrepreneurial teams are matched on the basis of their mutual interest and requirements.

- ◆ **Pro-Mentors:** a network pool of resources.

In addition to their one-on-one Mentors, entrepreneurs have access to the vast Mentors network and resources for specialized inquiries and issues, such as legal, financial and marketing advice.

- ◆ **Operational Mentors:** contacts for daily operations issues.

Experienced Mentors can meet with potential and existing entrepreneurs for immediate assistance and guidance. Operational Mentors also participate in all aspects of the Baiada Center programs and Academic programs at the LeBow College of Business.

How Are Mentors Assigned to Entrepreneurs?

Entrepreneurs are classified according to the stage of their business plans and specific needs, based on ongoing assessment and evolving requirements. The developed profile is used to identify the most appropriate Mentors. During the Mentor-entrepreneur assignment, entrepreneurs can play an active role in the matching and selection process of suitable Mentors. This ensures access to the best resources for specific counseling needs.

For more information, please visit us at
www.lebow.drexel.edu/baiada/baiadamentors.html

List of Current Mentors Includes:

Mark Loschiavo – Executive Director of Baiada Center
Terri McIlhenney – Program Manager of Baiada Center
Dr. Milton Silver – Co-Director of Mentors
Herb Lipton – Co-Director of Mentors

Howard Asher, CPA	Mary Evans	Morton Rabinowitz, PhD
Steven Bach, Esq	Robert Ferguson	Diane Rodwell, DMA
Ronald Boldt	Terri Gelberg	Eileen Rosenau
Hugh Chairmoff, PhD	Steven Goodman, Esq	Howard Rosen
Fred Cohen	William Hawkins	Richard Salkowitz
Ken Colwell, PhD	Bernard Herman	Alec Shekhar
Art Condodina	Harvey Hewit	Alan Smith
Bill Deane	Rob Loring, PhD	Marvin Spiro
Bruce Eisenstein, PhD	Franklin Mazen, CPA	Geri Swift
	M. Kate McKeown	

Other participants include representatives of LORE (Loosely Organized Retired Executives), the Ben Franklin Partnership, the City of Philadelphia, the State of Pennsylvania, venture capitalists, students, and other universities' faculty members.

What Our Entrepreneurs Say About the Baiada Mentors Program

- ◆ **Milla by Mail Direct Inc.** - Jamila Payne -The Mentor program has been great! My Mentors have helped me develop sound business strategies that have increased company revenues drastically. They make themselves available when I need to discuss new business ideas and always provide valuable feedback.
- ◆ **United Electronics** – Mihir Shah-The Baiada Center Mentorship Program has proved to be extremely resourceful for United Electronics. UE gained invaluable feedback on business and planning related matters from experienced business and academic professionals.
- ◆ **Webergize** - James Kohler, Nitin Khanna - The success of our organization is greatly accredited to the commitment and dedication of our Mentors who have involved themselves in our company and ultimately have allowed us to become better business professionals.
- ◆ **Connexus Technology** – Lawrence James & Chris Holland- The Mentor Program has helped Connexus Technology immensely. Our Mentors meet with us regularly to ensure we are achieving our goals and steadily progressing. It is always good to know we have a structured support system to aid us along the road of business development.