



## **Mentor Role**

### **Assisting with the CEOs for NEO Internship Program**

#### **Background:**

The Entrepreneurs EDGE is a 501(c)(3) non-profit organization with a goal of increasing the value of middle-market companies in Northeast Ohio through education, group synergies, civic engagement and innovation. EDGE started the **CEOs for NEO (Creating Entrepreneurial Organizations for Northeast Ohio) program** to proactively help create the middle-market companies of the future by soliciting new business ideas from existing CEOs and business professionals throughout Northeast Ohio and establishing student teams to perform feasibility analyses of these ideas. Entrepreneurially-driven students work in teams of two with the assistance of a faculty liaison and other advisors to determine if an idea has potential in the market. This is a unique hands-on entrepreneurial opportunity for students to create, to explore, to network, and to learn valuable insights into the Northeast Ohio business community and the entrepreneurial process. Hopefully, these students will choose to hone their skills in NE Ohio upon graduation. The program started in the summer of 2007, and after three years, we have seen proof of successful new business creation as a result of student and mentor research.

#### **Intern Objective:**

The goal of this two month paid internship is to conduct a feasibility analysis on a new business idea submitted by executives or a company from Northeast Ohio. Often projects may change in scope due to the students' findings and in the end project ideas may or may not be deemed to be viable business concepts. It is the process in determining this that is most important to the student's learning experience. If a successful business emerges, that would be a bonus to the community.

#### **Intern Program**

Selected student interns participate in orientation classes at the end of May followed by a comprehensive two month internship. During the orientation, seasoned practitioners provide introductions to feasibility analysis, due diligence, financial analysis, start-up entrepreneurship, venture capital and expectations for the project. During the internship students meet regularly with the Idea Generator, industry experts, their peers, a mentor and EDGE staff providing progress reports. At the end of July students make a final presentation and provide a complete report to the Host Company, and EDGE chooses projects to present to serial entrepreneurs, business leaders, community leaders, investors and the media in August.

#### **Mentor Role:**

Entrepreneurs EDGE looks to assign a mentor to each intern team. Mentors assist by:

- ***providing guidance to the student research***, asking leading and probing questions and challenging the students to complete comprehensive exploration of their business idea
- ***connecting student teams with industry experts*** that can assist students with their feasibility analysis and due diligence
- ***providing access to information*** that will help students in their research efforts

Mentors are encouraged to meet with students as often as possible. EDGE anticipates that mentors will meet with students for **up to two hours every other week** and be available for correspondence in June and July. In addition, mentors are welcomed and encouraged to attend any of the group presentations or other EDGE sessions – including final presentations at the end of July (to the Idea Generator) and August (in a public setting).

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#### **Questions?**

Please contact Christopher Keller at 216-346-6300 or [chris@edgef.org](mailto:chris@edgef.org).

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