Berthiaume Center for Entrepreneurship
Berthiaume Venture Mentoring Service
Mentor Information Form

<table>
<thead>
<tr>
<th>Mentor Name:</th>
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<td>Company (if applicable):</td>
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<td>Address:</td>
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<td>Telephone:</td>
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<td>E-Mail:</td>
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Please rate your comfort level with providing mentoring in the following entrepreneurial activities:

<table>
<thead>
<tr>
<th>Least comfortable. . . . . . . Most comfortable</th>
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<tbody>
<tr>
<td>Company formation</td>
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<tr>
<td>Founders/employee ownership/equity issues</td>
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<td>Licensing and intellectual property strategy</td>
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<td>Strategic review of technology (as it applies to market and business models)/alternatives</td>
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<tr>
<td>Business model</td>
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<td>Vision/marketing</td>
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<td>Business plan review and pitch</td>
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<tr>
<td>Financial planning</td>
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<tr>
<td>Funding strategy</td>
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<td>Financing sources</td>
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<td>Term sheet negotiation</td>
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**BVMS Mentor Information Form** (continued)

With which sectors/market areas are you most comfortable?  

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<th>Sector/Market Area</th>
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Describe other areas of interest:

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Please return to:  
Berthiaume Venture Mentoring Service  
[berthiaume@isenberg.umass.edu](mailto:berthiaume@isenberg.umass.edu)

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(for administrative use below)

- ☐ Signed Mentor Conflict of Interest/Confidentiality Requirements Acknowledgement and Agreement
Berthiaume Venture Mentoring Service
Conflict of Interest/Confidentiality Requirements for Mentors

Un-biased. That’s what our entrepreneurs tell us is valued most about their relationship with the Berthiaume Venture Mentoring Service (BVMS). By remaining arms-length, we are able to gain their trust.

Avoiding even the appearance of impropriety is critical. If the word gets around that BVMS mentors are looking for clients, jobs or equity – our reputation and ability to attract the best entrepreneurs and mentors will suffer.

It is our policy that mentors may not have any relationship with a BVMS venture where there is any form of compensation or equity. As a BVMS mentor your primary interest in serving cannot be to scout for investment opportunities, new clients, or a job. And, of course, we expect your interactions with your mentees to be highly professional in all respects.

Occasionally, there will be cases where mentors are so excited about a business that they would like to invest or join the team. In these exceptional cases, BVMS does have a policy and procedure that serves all parties.

The key elements of our policy are communication and transparency of information. If you are considering investing in a venture or taking any role involving any form of compensation (including equity or options), the very first step is to notify the BVMS staff.

Here is a brief summary of the policy:

1. **Investor in a BVMS Venture** –
   - You cannot be an investor in a venture that you are mentoring.
   - You must inform the BVMS staff immediately upon contemplating such an action and immediately recuse yourself from further BVMS activity related to the venture.
   - Thirty days’ notice is required to allow for review by the BVMS staff and counseling of entrepreneur.

2. **Operational Role as an Employee or Consultant to a BVMS Venture** –
   - You cannot receive any compensation from a venture you are mentoring.
   - You must NEVER approach any BVMS venture to propose your involvement. If you believe that your services as an employee or consultant would benefit them, discuss this with the BVMS staff to determine any possible next steps.
   - If a venture approaches you, and if you have any possible interest, you must immediately notify the BVMS staff and recuse yourself from further mentor activities with the venture.
   - Thirty days’ notice is required to allow for review by the BVMS staff and counseling of entrepreneur.

3. **Confidentiality**
   - You will keep all nonpublic information about the entrepreneurial team and venture that you acquire in connection with your mentoring relationship in strict confidence.

**A few final words about avoiding conflicts of interest.** All mentors should be alert to the potential for real or perceived conflicts of interest to arise at any stage of a venture’s development.
   - If you *know* you have a conflict, alert the BVMS staff immediately and recuse yourself from any dealings with the venture in question.
   - If you think you *may* have a conflict, discuss it with the BVMS staff immediately to arrive at the proper course of action.
Mentor Acknowledgement and Agreement

I acknowledge that I have received, read and understand, and will abide by, the principles and rules set forth in the BVMS Conflict of Interest/Confidentiality Principles.

Signed: ________________________________

Print Name: ______________________________

Date: ________________________________
Berthiaume Venture Mentoring Service
Mentor’s Guide to How Things Work

This short guide is intended to introduce you to BVMS mentorship, help get you participating, and serve as a handy reference on key items.

What’s BVMS?

BVMS is a service of the Berthiaume Center for Entrepreneurship that is designed to provide mentors to promising entrepreneurs and ventures with ties to the UMass-Amherst community. For just a few examples, mentors may advise faculty members and researchers who are seeking federal funding, students and staff participating in the UMass Innovation Challenge or other campus competitions, or alums who are tapping into the resources of their alma mater to launch their next venture.

What’s the role of a BVMS Mentor?

Our mission is to guide – not to do. We listen, we coach, and we advise. Mentors provide candid and honest appraisals of the entrepreneurs and their ventures pointing out options and recommending courses of action. But it’s up to the entrepreneur and her or his team to execute. This is their business, not ours; we are not the CEOs. The choices and the decisions are up to the entrepreneurs.

How do I start working with a venture?

Complete a BVMS Mentor Information Form and the BVMS staff will work with you to review entrepreneurs and ventures seeking mentorship to find the right fit. Completed forms should be sent to the BVMS staff at berthiaume@isenberg.umass.edu

What is the mentoring process with a venture?

• Every venture is unique in its status, needs, trajectory and priorities. There is no single set process; each mentoring process is necessarily custom crafted.
• There is an ebb and flow to session activity. There may be times with multiple intensive sessions over a short time span to help crystallize strategy and plans. And there will be times when meetings are less frequent as the venture executes those plans.
• A critical hurdle for most ventures is proper preparation for fundraising. Often, additional mentors are invited to take a fresh look and help ensure that the business plan and investor pitch are clear and compelling.
• Mentors should be on call to respond with advice in a crisis; available for consultation by phone, e-mail, or in person. Sometimes the entrepreneur just needs a shoulder to cry on after something goes very wrong; or, more happily, someone to share a victory with.

Mentors should take an interest in their mentees and their success, and get to know their needs, including their personal situations. Strive to develop a personal and trusted relationship, such as exists between a student and a really devoted teacher.

What’s a “Lead Mentor” do?

The Lead Mentor acts as the primary interface between BVMS and the venture, ensuring that the venture is moving forward and that BVMS staff and other mentors are aware of any significant developments. This role includes monitoring the venture’s activities and calling upon the resources of BVMS as needed to best aid the entrepreneur and the venture.
What do you expect from me?

- While we respect that you’re a volunteer, we expect that you’ll volunteer to make a meaningful time commitment to your members.
- You’re also encouraged to attend the BVMS networking sessions. Check the BVMS Intranet calendar for information including location.

The greatest challenge we face is in scheduling. With many ventures, it can become hectic trying to find dates and times that work for all the mentors and the venture. When you receive an email or call, please respond as soon as practical and be as flexible as possible.

What are the major rules I’ve got to keep in mind?

Every mentor has agreed to abide by a Conflict of Interest/Confidentiality Requirements for Mentors that describes the BVMS conflict rules. While they’re all important, two core principles are vital - confidentiality and conflict of interest. We are entrusted with critical information that we must protect. Mentors must notify BVMS of any financial involvement with any BVMS venture and recuse themselves from their BVMS mentor role with respect to that particular venture if they are currently mentoring the venture. If there is any doubt, play it safe and talk to the BVMS staff.

What if I have problems or questions?

Feel free to send your inquiry to the BVMS staff at: berthiaume@isenberg.umass.edu

You may also reach out to any of the directors at the Berthiaume Center for Entrepreneurship at any time:

- Managing Director: Bill Wooldridge
  email: wooldridge@isenberg.umass.edu
- Associate Director: Birton Cowden
  email: bcowden@isenberg.umass.edu
- Associate Director: Charlie Johnson
  email: cjohnson@isenberg.umass.edu