



The Mentor Method

Create Your Career Squad

www.thementormethod.com

Problem

Difficult to connect.

An old-school approach.

Match limitation.



Why It Matters

63%

of millennial women find
meeting a mentor time consuming

77%

of millennials expect professional
development training from employer

\$2.4K

Increasing employee engagement investments
by 10 percent can increase company profits by
\$2,400 per employee per year

33%

of US companies do not have
succession planning in pipeline

The Mentor Method's Solution



Mentees

Meet the right mentors
faster

Mentors

Build credibility and stay
relevant

Companies

Secure talent now and in
the future

Consumer

Women-to-women mentor matching platform

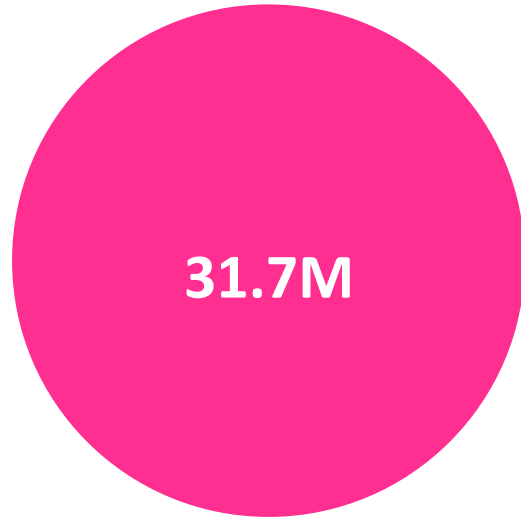


Enterprise

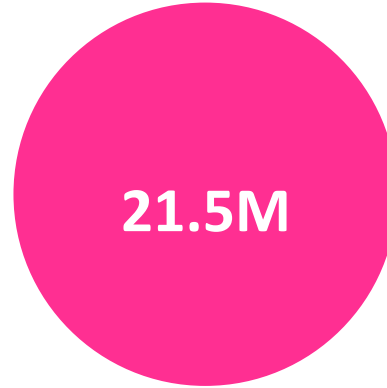
Full-spectrum mentor program



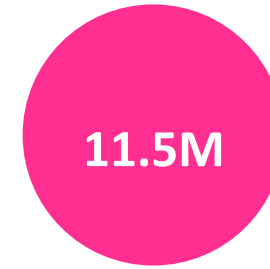
Consumer Market



Millennial women in US
Total Available Market



**Millennial women in the
workforce**
Serviceable Available Market



**Mentees with The
Mentor Method**
Market Share



**Mentees with The Mentor
Method**
Market Share



\$200

Mentee Subscription Fee
\$200 / 4-month subscription



\$2.3B

Total Addressable Market

Enterprise Market



Established tech companies in US
Total Available Market



**Established tech companies
with 100+ employees**
Serviceable Available Market



Enterprise Subscribers
Market Share



Enterprise Subscribers
Market Share



\$40K

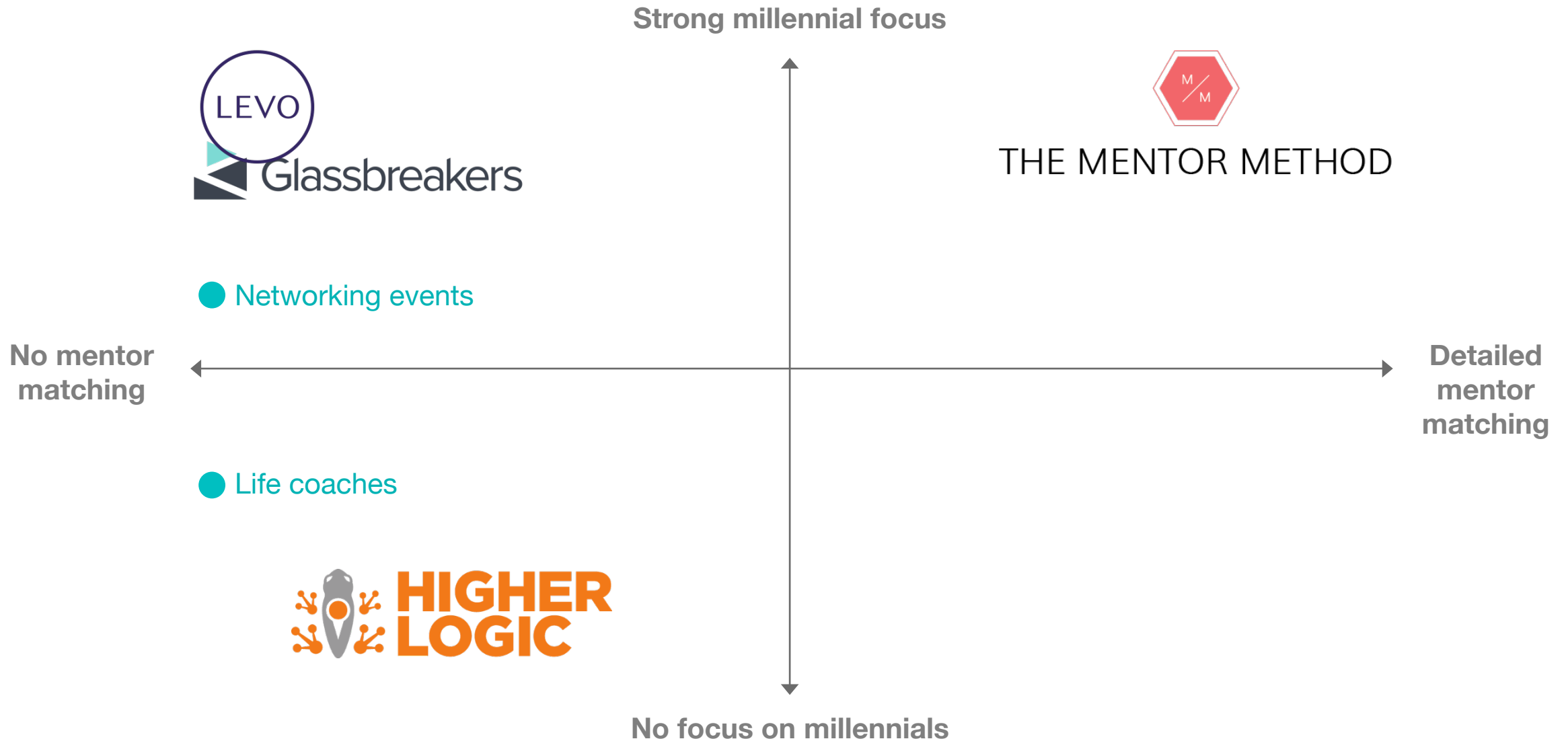
Program Fee
\$40,000 average program fee



\$1.25B

Total Addressable Market

Competition



Traction

August 2016

2 paying enterprise customers

September 2016

Beta with 9 paying users

90% satisfaction with offering

88% returning mentors

October 2016

2 enterprise users in pipeline

Intellectual Property

Trademark: The Mentor Method

Provision patent pending: Matching algorithm

Accelerators:



Testimonials

Mentee: Sarah

“I am incredibly impressed with the quality of the mentors. Crosby was engaging, friendly, and she had some really great advice. I am really excited about our next meetings!”

Mentor: Crosby

“I loved meeting Sarah and her ambition. I immediately set up introductions to our HR lead and other women in my network. We’re looking for more people like Sarah.”

Market Adoption



Events

Mentoring Power-Hours

Speaking engagements

Undergrad and graduate student workshops at Universities



Partnerships with influencers

Parents of millennials



Marketing

Customer testimonials/videos

Guest blog posts

Daily social media engagement

Enterprise lead generation

Mentors from enterprise targets



Meet the Team



Janice Omadeke

Chief Executive Officer & Founder

- Entrepreneurship from MIT
- 2016 MIT Global Entrepreneurship Bootcamper
- Created and led mentoring program for PwC graphic design team



Khris Jore

Business Strategy

- Designed and implemented the first Mentorship Program for the Georgetown Evening Program MBA
- 2017 MBA candidate, Georgetown McDonough School of Business

Advisors



Stephanie Breedlove

Co-Founder, Care.com
HomePay



Hyungsoo Kim

CEO, Eone Timepiece



Steffi Decker

Partner, Chong + Kloster

2017 Milestones

Q1

- 25 consumer users
- 2 Enterprise

Q3

- 100 consumer users
- 10 Enterprise
- Capital raise

Q4

- 300 consumer users
- 20 Enterprise

Tech



Team



Marketing

A top-down view of a desk with various items. On the left is a silver laptop with a black keyboard. Above it is a notebook with a vibrant floral pattern in pink, red, and green. To the right of the notebook is a bouquet of pink and white carnations. A gold paperclip is positioned near the flowers. A black pencil lies on the right side of the desk. In the bottom right corner is a gold iPhone. A bright pink rectangular sticky note is placed near the bottom center. Two small black circular objects are visible near the laptop. The text "Thank you" is centered in a large, white, sans-serif font.

Thank you

A top-down view of a desk with various items: a laptop on the left, a floral notebook with a yellow spiral binding, a bunch of pink carnations, a gold paperclip, a black pencil, a gold iPhone, and a pink sticky note.

Appendix

Financials

Consumer					
	2017	2018	2019	2020	2021
New Customers (NC)	300	900	2700	8100	16200
Returning Customers (RC)	0	270	810	2430	7290
Revenue per NC	\$199	\$199	\$199	\$199	\$199
Revenue per RC	\$30	\$30	\$30	\$30	\$30
Total Revenue for NC	\$59,700	\$179,100	\$537,300	\$1,611,900	\$3,223,800
Total Revenue for RC	\$0	\$8,100	\$24,300	\$72,900	\$218,700
Total Revenue	\$59,700	\$187,200	\$561,600	\$1,684,800	\$3,442,500
Expenses	\$8,000	\$22,000	\$66,000	\$198,000	\$432,000
Profit	\$51,700	\$165,200	\$495,600	\$1,486,800	\$3,010,500

Enterprise					
	2017	2018	2019	2020	2021
New Customers (NC)	20	60	180	360	540
Returning Customers (RC)	0	12	52	151	302
Revenue per NC	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
Revenue per RC	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Total Revenue for NC	\$680,000	\$2,440,000	\$7,160,000	\$14,280,000	\$21,640,000
Total Revenue for RC	\$0	\$72,000	\$312,000	\$906,000	\$1,812,000
Total Revenue	\$680,000	\$2,512,000	\$7,472,000	\$15,186,000	\$23,452,000
Expenses	\$616,546	\$1,482,320	\$3,559,660	\$6,045,000	\$7,933,670
Profit	\$15,315	\$157,842	\$583,024	\$1,403,802	\$2,435,247

Timeline

December 2015

Company founded

January 2016

Accepted into MIT Global
Entrepreneurship Bootcamp

March 2016

MIT Global Entrepreneurship
Bootcamp in Seoul, South Korea

April 2016

Accepted as Huffington Post
Business Blogger

May 2016

- Khris Jore joins
- Accepted into the 1776 Accelerator
- Mentorship consult to 1st enterprise customer

June 2016

- Advisory board created: Steffi Decker, Len Johnson, and Hyungsoo Kim
- Accepted into the Project 500 business program

August 2016

- Tech.Co Startup of the Year nominee
- Mentorship consult to 2nd enterprise customer
- Launch of service with 50-customer sign-up
- Startup chosen for Georgetown University's InSITE program

September 2016

Beta pilot launch with 9 users and 18 mentors

What We Offer

Consumer



Apply



Quiz



Browse



Connect

Enterprise



Personalized Program
Plan



Mentor & Mentee
Training



Mentor Matching



Analysis & Reporting

The Market & Why It Matters

80%

of CEOs have stated they have had mentors

*Examples: Richard Branson, Katia Beauchamp,
CEO of Birchbox*

\$25K

Mentors make an average
of \$25,000 more a year

\$2.4K

Increasing employee engagement investments
by 10 percent can increase company profits by
\$2,400 per employee per year

77%

of millennials expect their employer to
provide professional development training, such
as a mentoring program

The Ask

The Mentor Method is seeking \$750,000 during Seed Round fundraising to support the following 2017 growth goals:

Tech

- Online courses
- Enhance platform



Team

- CTO
- Sales
- Relationship partners
- Legal



Marketing

- Social media
- Online marketing

Q1

- 25 paying users
- 2 Enterprise



Q3

- 100 paying users
- 10 Enterprise



Q4

- 300 paying users
- 25 Enterprise users

Competitive Advantages

The Mentor Method provides mentor matching and professional development using the needs of future leaders

- Proprietary technology
- Team
- Future focused
- Empowering mentees
- Structure
- Subscription over Software