

1 Executive Summary

2 ***Business Overview***

3
4 Mentoree LLC. will create the first Mobile Mentorship Network offering mentorship services
5 along as management and analytical services. Recognizing that a vital aspect of promoting a
6 mentorship service is providing a compelling career development and value proposition. The
7 guidance that we will cultivate, analyze and provide “on-demand” will propel participants to their
8 goals. Mentoree.com, Inc. will facilitate mentorship relationships, provide guidance to the
9 mentor-mentee pair, and aid mentorship programs.

10
11 Mentoree will manage a blog and eMentorship knowledge base that will showcase the top
12 concerns, resolutions, and highlights of the mentorship experience. Offering an interactive mobile
13 mentorship experience, Mentoree will cater to a world wide mobile audience of mentorship
14 enthusiasts to build a global mentorship community. Mentoree’s unique content will showcase the
15 new and exciting events, promotions and adventures associated with mentorship programming.

16
17 Mentoree.com will create a Mobile device based brand (*The Mobile Mentorship Network*) that
18 mentors, mentees and facilitators will recognize as a leader in the promotion, marketing and sale
19 of its product in the online mentorship marketplace. Company revenues will be generated from
20 three specific sources: (1) subscription fees paid by product sponsors (2) integrated content and
21 banner advertising on the web mobile application (3) sale of sponsorship packages for premiere
22 mobile application placement. The Company will develop and market its’ own branded service.

23 ***Services Offered***

24 Mentoree.com will provide a comprehensive set services that provide value for the user. It will be
25 specifically catered to our audience and product sponsors. These services include:

- 26
- 27 • **Mentorship Facilitation** – Facilitators will be able to match mentors and mentees according
28 to algorithms appropriate to their organization. They will be able to monitor whether the pair
29 has stayed in touch. They will be able to set goals, and the pair will be able to set goals for the
30 mentee as well. They will also have the ability to define career or goal paths particular to
31 their institution or needs.
 - 32 • **Content / Blog** – Use of the mobile application will express content and editorials focused on
33 the area of mentorship, tracking, engagement, and retention. Members will be able to vote and
34 promote links and articles that they desire and prefer.
 - 35 • **Community** - Users of the mobile application will be encouraged to take part in our
36 community experience, using knowledge boards, forums, and built-in chat feature. This
37 builds an ongoing profile of our customers that will provide value added marketing and
38 demographic data and feedback to our sponsors.
 - 39 • **Personalization** - Users will be able to personalize their mentorship experience to increase
40 loyalty and repeat usage. Each eMentorship participant is authenticated, which allows
41 content, advice, and guidance to be specifically tailor to the role of the participant. Mentees,
42 mentors or facilitators will be able to set down goals for the mentorship, as well as
43 career/goal paths made up of multiple goals/skills. Facilitators can have existing career paths
44 adapted to their institutions as an included service.
 - 45 • **Career building** - Mentoree will deploy strategies to enable interactive mobile mentorship
46 that is personalized. In the effort to provide participants with rich new content, the career
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road-mapping feature allows a dynamic discussion of career goals and the techniques to obtain them. This feature will provide industry specific information and forecast. It will prompt the user in the process of mixing and matching potential career paths with current academic and professional experience.

Revenue Streams

Mentoree will build revenues and profits from several diverse sources:

- **Affiliate Commissions** -Consumers will click through our integrated advertising to our affiliate partners for more information of registration. Mentoree will receive a percentage of the referred sale or click through fees.
- **Advertising** - Advertisers will pay for banner ads, featured articles and link placements in our content. Ad rates will be based on a performance basis or **CPM** .
- **Elite Sponsorships** - Mentoree will provide custom sponsorship packages to an elite group of sponsors. In return for paying fixed monthly fees, sponsors will receive premium placement on the mobile application, advertising and content integration services.
- **Content / Blog** - Mentoree.com premium content and independent analytics will be will be sold directly to our affiliate partners for republishing and co-branding exposure.
- **Value added services** - Mentoree.com will offer additional services to our sponsors such as: Live event web casting, knowledge boards, Chat moderation and hosting.

Benefits to Mentorship Participants

Mentorship program participants will be attracted to Mentoree because of several key value propositions:

- **Unique career building / road-mapping experience** – Mentoree will provide a unique visual experience for the consumer while browsing through our mobile application. We will use new techniques to provide our viewers with personalized paths and common career trends.
- **Unique content / blog** - Our content will inspire our consumers to explore articles and encourage repeat visits to our mobile application in order to discover new and exciting “insider” mentorship, career and goal setting information.
- **Highly customizable** - The mobile application will be highly interactive and customizable for viewing and career developing. The more frequent our consumers use the mobile application, the richer their viewing, career building and interactive experience becomes, eventually offering selections that match each customer’s personal tastes.
- **Easy to use** - The mobile application will be built specifically for the mentorship program participant and will be extremely easy to use. The navigation experience will be effortless and the mobile application will present our content and mentorship material in an uncluttered manner.
- **Community** - Mentoree will build a strong community of people who have similar interests in our programming and content. This direct communication between our sponsors, celebrities and consumers will allow for the exchange of information, fostering customer loyalty and repeat mobile application use.
- **Culture specific** - The mobile application will cater to the specific needs of various cultures around the world reflecting specific tastes and needs.

Benefits to Mentorship Facilitators, Partners, Sponsors and Advertisers

Mentoree sponsors will be attracted to the mobile application because of several key value propositions:

- **Engaging / Influential users** - Mentoree will target and capture behavioral and demographic data from our engaging / influential users.
 - **Unique integration of content & product advertising.** - Our content will integrate products offerings from our sponsors.
 - **Customized sponsorship / advertising packages** - Each package will be catered to the needs of our sponsors advertising, marketing, and sales objectives.
 - **Republishing of content** - Mentoree will provide fresh content and analytics directly to our partners, thus enhancing their brand and attracting traffic.
 - **Enhances local mentorship or career development resources** - For services offered by local or affiliate mentorship / career development sites; Mentoree will drive traffic from its' the mobile environment to the physical location.
- Global distribution** - Our unique mobile viewing experience will provide our sponsors with a cost effective and efficient method of marketing their products to a global audience.

Market Analysis / Trends

There are a number of trends that are converging to make Mentoree. the ideal marketing solution for the mentorship industry.

- **New Technology** – Modern technology enables a more rich viewing experience for online users. Stunning graphics, colors, notifications and tactile response technology enable new and exciting challenging with incorporation into the mentorship experience. Smartphone use is growing exponentially among the 18-29 year-old demographic, and is currently at 85%. There are currently no mentorship applications that have a mobile presence.
- **Limited Competition for Academic Customers** – Few mentorship management applications are designed with an academic audience in mind.
- **Merging Partners** – eMentorship and online content management systems are merging and partnering to strengthen offerings.
- **The eMentorship Industry is Notorious for Being Technology-shy** - Mentoree will take this as an opportunity to make changes within an evolving industry.
- **Top Influencers Online** – Career champions and highly successful role models are increasingly using technology as a communication portal to exploit a broader influence while promoting their professional and personal values.
- **Success of Online Mentorship Applications** - The success of mentorship sites for corporate customers have demonstrated that people value an online career building experience.
- **Entrance of Local Mentorship and Career Development Entities** – Traditional mentorship programs are using mentorship applications to aid in administrative tasks and enhance mentorship relationships.
- **New Advertising Models** – CPM models are changing to performance based and click through models where content is integrated into content and programming.

Market Size & Revenue Potential

While there are no absolute statistics on the potential of the online mentorship market, there are a number of indicators that point to the market potential.

- Total merchandise, apparel and furniture (“GAF”) sales in the United States was \$720.9 Billion in 1998. (US Industry and Trade Outlook)
 - Mentorship apparel comprised 16%, or \$115 Billion, of the 1998 United States GAF sales.
 - Mobile sales of clothing and accessories in the U.S. are projected to soar to \$2.8 billion by 2002, from \$330- million in 1998. (Jupiter Communications)
 - Global consumer e-commerce spending: 1999: \$9.9 billion. 2002: \$37.5 billion. (Jupiter Communications or Forrester)
- Mobile ad spending will total between \$4.7 billion and \$6.5 billion in 2000. Forrester Research predicts a \$22 billion year for the industry in 2004.

Competition

Presently, there are few mentorship mobile applications focused on either providing content or product in the mobile marketplace, such as: YXY, YXZ, ZXY, YZZ, but their penetration into the Mobile marketplace could be limited due to: (1) inadequacy of interactive services that build communities of consumers (e.g. chat, message boards); and (2) their exclusive focus on selling products or providing content without providing a rewarding experience (e.g. clothing, culture & mentorship). Mentoree.com believes that it can move strategically into the integrated content and ementoring space and capture a large market share in industry before other companies can achieve a similar presence. The timing of our entrance will be critical.

Business Strategies

The Company will implement the following strategies to achieve its goals of becoming the leading branded Mobile Mentorship Network:

- (1) Create a compelling value proposition for both sponsors and consumers.
- (2) Build strong brand recognition and leverage the brand equities affiliated with Mentoree.com.
- (3) Develop key industry relationships with pro mentorship figures, career development and content syndication partners.
- (4) Provide a compelling presentation of content and products to encourage repeat visits.
- (5) Leverage our technology investments to create a measurable marketing and e-mentorship platform that enables measurability, personalization and integration with our sponsors.
- (6) Provide a high level of personalized service.
- (7) Build a “A-list” of experienced professionals and form the mentorship / career road-mapping world.

Strategic Partnerships and Alliances

Mentoree.com will develop key strategic alliances and sponsorships with major key industry organizations that help bring credibility, public relations, as well as traffic to the mobile application. These alliances typically result in extensive co-marketing by both organizations with the goal of each company driving traffic and awareness of the other company’s products and services. This is a key element of Mentoree.com’s strategy and it builds revenues as well as prevents other companies from working with these strategic accounts. With roots in the mentorship and media industries, Mentoree.com has developed relationships and strategic

alliances with companies and organizations who will provide publicity, marketing, and technology assistance.

Competitive Advantage

Mentoree.com will become the dominant eMentorship Network and maintain its position from the following competitive advantages and barriers to entry:

- **Relationships** - The team has continuous dealings with the publicists, “A-list” mentorship figures, and executives who control and influence their respective industries. This gives Mentoree.com a critical and powerful strategic advantage.
- **Management, speed, and flexibility** - The Company will build the highest quality management team, having experience in technology, mentorship and career development industries.
- **First/early mover advantage** – Mentoree.com will be one of the first mentorship mobile applications to achieve a high degree of brand awareness through a combination of integrated advertising, content/product offerings, public relations, and strategic relationships.
- **First mover in technology** – Mentoree.com will utilize cutting edge technology to present our programming and provide a high level of personalized service to our customers.
- **Maximize operating efficiencies** - Mentoree.com will leverage its investment in technology to realize cost savings and efficiencies in marketing, infrastructure, and management resources.
- **High switching costs** - Consumers will be able to customize their experience, as such, once users become comfortable using Mentoree.com, it is likely that they will continue using our service.

Marketing

Mentoree.com’s marketing efforts will be directed toward executing the company strategies of building awareness and driving traffic to the mobile application. The combination of strong creative marketing and partnerships with traffic generating mobile applications is expected to result in many visitors who will become loyal, repeat customers. The Company expects to use a variety of marketing tools including guerilla/grassroots marketing, Web advertising, affiliate marketing programs, public relations, and key strategic alliances to drive traffic. Mentoree.com forecasts 24,000,000 users in the first year.

Web Mobile application and Technology

It will be critical that our audience enjoys the layout and design of our Web mobile application and adapt to the interactive nature of our programming. Our layout and design will have to be user-friendly and cutting edge in the eyes of our audience to be successful in attracting repeat users. The features, functionality, and content can be replicated by competitors, but the brand and the consumer experience must differentiate the value proposition to our customers. We have a strong branding message that will extend to all aspects of the mobile application and truly provide the best experience for our customers. The mobile application must encompass the sophistication and identification of the sponsors and programming we represent and offer customer value added features to build a real interactive community.

Management Team

Our management team combines the experiences of executives with extensive backgrounds in

managing and developing successful businesses within the mentorship and Mobile industries. Mentoree.com currently has two senior executives and is in the process of hiring a support staff, who will be involved in mobile application design, media programming and business development. Upon obtaining its first round of funding, Mentoree will hire a full time staff to fully implement the business as outlined in this plan. The Company executive staff and operations will be in Milwaukee, Wisconsin.

Opportunity

The management of Mentoree.com expects that the implementation of this plan will result in substantial viewers, revenue, and eventually profits. A complete set of financials is found in this Plan but key metrics include:

	Year 1	Year 2
Monthly Page Views	2,000,000	6,000,000
Page Views	24,000,000	72,000,000
Mentoree.com revenues (\$)	\$	\$
Mentoree.com expenses (\$)	\$	\$
Operating profit/loss (\$)	\$	\$

Comparable Companies

While it is difficult to put a valuation on the Company, recent IPO activity does provide a strong indication of the potential market capitalization.

- **XYX.com (TICK)** currently has a market capitalization of \$707 million with a monthly viewer base of approximately 4,289,000 (generating \$.47 in revenue per viewer) and 1998 revenues of \$24.7 million.
- **ZYX.com (TICK)** currently has a market capitalization of \$821 million with a monthly viewer base of approximately 4,366,000 (generating \$.40 in revenue per viewer) and 1998 revenues of \$21.2 million.
- **ZZY.com (TICK)** currently has a market capitalization of \$44.8 million with an unknown monthly user base and 1998 revenues of \$2.93 million.

Funding and Use of Proceeds

In order to achieve this growth, the Company is looking to secure funding via an equity placement to make investments in a variety of areas and fund cash flow requirements for the next eight months of operation. The Company is seeking \$100 thousand to finance these activities. The proceeds from this equity financing activity will be used as follows:

Payroll	\$40,000
Marketing and Strategic Alliances	\$30,000
Tech/Equipment/Start-Up	\$10,000
G & A	\$15,000
Contingency	<u>\$5,000</u>
Total	\$100,000

Business Concept

Business Overview

Mentoree LLC will create the first Mobile Mentorship Network offering mentorship communication facilitation along with career road-mapping. It will be available both for members of the public, and mentors/mentees enrolled with a mentorship organization. Mentorship organizations will be able to use the full suite of features already used in educational and corporate mentorship applications, and they will also have access to robust analytics. Mentors and mentees will have access to a built-in chat/messaging feature, they will have career paths to guide their relationship, and mentors/mentees enrolled with an organization will be registered publically so they can reach out to members of the public or members of the organization. Mentoree will take full advantage of existing and innovative features to bring mentors and mentees together, keep them together, and make their relationships productive. Recognizing that a vital aspect of promoting a mentorship service is providing a compelling career development and value proposition. Mentoree's unique content will showcase new and exciting events, promotions and adventures associated with mentorship programming. Offering an interactive career building experience, Mentoree will cater to a World Wide audience of "like minded" mentorship enthusiasts in an effort to build a synergistic global "mentorship" community.

Mentoree will create a mobile based brand (*The Mobile Network*) that mentorship, and career development industries will recognize as a leader in the promotion and marketing of the mobile marketplace. Revenues will be generated from three specific sources: (1) Mentorship organizations will pay a subscription fee for the ability to plan, monitor, and review mentorship relationships, (2) mentorship organizations will pay to have brand-exclusive versions of the app, with the possibility of separately-maintained databases (3) mentorship organizations will pay to have Mentoree create career paths and/or link those career paths to specific courses/activities/credentials apropos to that institution, (4) integrated content and banner advertising on the mobile application, (5) sale of sponsorship packages for premiere mobile application placement. Mentoree will develop and market its' own branded service.

How the Service Works

Mentoree's mobile application will be designed to facilitate communication and engage our participants. The service will work as follows:

- Registration. Anyone can search amongst mentors and mentees who choose to be publically accessible with the mobile application. However, in order to establish a mentorship relationship, the user must first register with our service. This can be done extremely quickly via online forms that are provided. The user will provide information about their goals for a mentorship relationship. If the user is registering with a mentorship organization, they may have to follow an invitational link from that organization.
- Personalized Service. Users will have the opportunity to personalize their viewing experience in an effort to increase participant loyalty and repeat usage. Each participant is authenticated, thus our advice, guidance and content will be specifically targeted to each participants viewing habits. Authentication will take the form of email, zip code, personal preferences and other requirements. The more a viewer uses our mobile application the more accurate our information and personalized service will become.

- Community. Users of the mobile application will be encouraged to take part in our community experience, using knowledge boards, forums, and built-in chat feature. Thus, building an ongoing profile of our customers that will provide value added marketing and demographic data and feedback to our sponsors.
- Career building. Users will have the opportunity to use our cutting edge career road-mapping technology. Online career developers may type in goals, personal constraints, ideal location, pay scale, and other personal details, and seconds later their own image pops up, ready to try on careers. Users can drag and drop skills on their personalized road-map to mix and match career paths. All possibilities can be explored for a closer look.

Opportunity / Value Proposition

Benefits to Mentorship Participants

Mentoree's users will be attracted to the mobile application because of several key value propositions:

- Cutting edge content. Our content will inspire our consumers to explore articles and encourage repeat visits to discover exciting new "insider" mentorship, celebrity and career information. Our content will derive from a number of qualified writers and producers around the world. The acquisition and development of our content will be exclusive in most cases to protect our brand.
- Unique career building / exploring experience. The mobile application will provide a unique visual experience for users browsing through our mobile application. Online career building experiences today lack texture and true color, but through technology advances we will provide our viewers with this experience through an animated experience. Users will have the opportunity to use our cutting edge career road-mapping technology. Online career builders may type demographic, academic and professional details, and seconds later their own potential career path will be displayed. Users can drag and drop skills and goals on the personalized road-map to mix and match career paths.
- Highly customizable. The mobile application will be highly interactive and customizable for viewing and career developing. The more frequent our consumers use the mobile application the richer their viewing, career building and interactive experience will become, eventually offering selections that match each participants' personal tastes. Each time a user reenters the mobile application, Mentoree will recognize the user and present articles, advice, guidance and content most likely to be read and valued.
- Easy to use. The mobile application will be built specifically for the eMentorship participant and will be extremely easy to use and find guidance. Our navigation, career building and guidance experience will be effortless and unlike some of our competitors our mobile application will present our content in a manner that is mobile and uncluttered. Our mobile application will contain more pictures than text, thus navigation will be frequently activated through clicking on objects rather than text.
- Community. Mentoree will build a strong community of people who have similar. This direct communication between our sponsors, celebrities and consumers will allow for exchange of information, fostering customer loyalty and repeat mobile application use. Providing a

community experience has proven to be an important element of success for XYZ, XZY.

Benefits to our Sponsors, Advertisers and Partners

eMentorship sponsors will be attracted to the mobile application because of several key value propositions:

- Large numbers of Engaging / Influential users. Mentoree will target and capture behavioral and demographic data from our participants. Each users profile data will be stored in our database for targeting future users and traffic. Mentoree will reuse the data to uncover new marketing opportunities.
- Enhances local mentorship or career development resources. For services and content not offered through the mobile application; Mentoree will drive traffic from its mobile application to physical locations of its' sponsors / partners. A few descriptions of high interest resources will be exclusively promoted on our mobile application. eMentorship participants will be referred to the nearest resource center for assistance.
- Global distribution. Our unique mobile viewing experience will provide our sponsors with a cost effective and efficient method of marketing their products to a global audience. Through our targeted and global marketing efforts Mentoree expects to reach unique and influential audiences worldwide.
- Unique integration of content & product advertising. Our content will integrate offerings from our sponsors with a unique combination of pictures and text. Presentation will be designed to the specific tastes of our viewers. For example, instead of viewing a list of careers, we will present the career path of a "celebrity" within our interactive content.
- Customized sponsorship / advertising packages. Each package will be catered to the needs of our sponsors advertising, marketing, and sales objectives. Options within our custom packages will include: Targeting specific customers, countries and audiences, featured presentations, premiere space, featured articles, celebrity endorsements and co-branding opportunities.
- Republishing of content. Mentoree will provide fresh content directly to its partners, thus enhancing their brand and attracting traffic. Fresh content will be provided to our partners through links to our mobile application. Our editors and writers will provide "insider" guidance, "celebrity" advice and content that will attract customers and encourage repeat use.

Services Offered

Mentoree will provide a comprehensive set of valued added consumer services that will be specifically catered to our audience and product sponsors. To protect the brands, prices and products we represent, our service will take priority over the sale. We will operate with this philosophy due to much of the reason offline brands command high prices, because of the service and ambience evident in their offering. In order for Mentoree to succeed we cannot merely equal the off-line alternative, but we must measurably exceed the off-line alternative in dimensions that are relevant to the consumer. Thus, facilitating communication and allowing customers to track progress online is not enough. We will put emphasis on human interaction before, during and after the sale to measure up to the off-line experience. These services include:

- Content / Guidance. Users of the mobile application will experience award winning interactive, content and editorials focused in the areas of mentorship, guidance and career development. Much of this content will be sold to our partners to enhance their service.
- Referring. Users will be referred to respective online partners for further information by clicking on selected featured in our content. This service will be seamlessly integrated into the Mentoree mobile application. Each transaction will be tracked for customer service and career influence.
- Interactive Browsing. Mentoree will deploy the latest technologies to enable interactive browsing to create a personalized career building/viewing experience. Users can drag and drop career milestones on their personalized career road-map to mix and match career paths. Management feels that this service will have an enormous impact on the way participants career develop the mobile environment.
- Community. Users of the mobile application will be encourage to take part in our community experience, using knowledge boards, forums, and built-in chat feature. This builds an ongoing profile of our customers that will provide value added marketing and demographic data and feedback to our sponsors.
- Personalization. Users will be able to personalize their viewing experience to increase loyalty and repeat usage. Each customer is authenticated, thus our content will be specifically targeted to our users viewing habits.

Revenue Streams

The Company will target several different types of transactions. They are:

- Sponsorships
- Affiliate Commissions
- Advertising
- Content / Blog Republishing
- Value added services

Mentoree.com will build revenue and profits from a number of different sources:

- (1) Sponsorships. Mentoree will provide custom sponsorship packages to a select group of sponsors. In return for paying fixed monthly fees, sponsors will receive premium placement on the mobile application, advertising and content integration services. Sponsors will receive integrated placements in our content. We will provide our elite product sponsors category specific exclusivity.
- (2) Affiliate Commissions. Users will click through our integrated product advertising to our affiliate merchants for purchasing. Mentoree will receive a percentage of the referred sale or click through commissions.
- (3) Advertising. Advertisers will pay for banner ads, featured articles and link placements in our content. Ad rates will be based on a performance basis or CPM. This will be used both to obtain traffic and eventually as a revenue stream. Initially, banner spots on Mentoree will be

bartered to obtain advertising on other applications. As traffic to Mentoree increases, banner spots will be sold. As Mentoree builds up a database containing customer preferences and development histories, it expects to be able to offer companies very targeted advertising opportunities at a premium price.

(4) Content / Blog Republishing. Mentoree premium content will be sold directly to our affiliate partners for republishing and co-branding exposure. These partners will receive freshly updated content from Mentoree on a daily basis. Content will be received through dynamic links to our mobile application.

(5) Value added services. Mentoree will offer additional services to our sponsors such as: Live event web casting, knowledge boards, Chat moderation and hosting.

Mentoree.com intends to develop and market its own branded mobile application. In addition, it offers co-branded ("Mentor at Mentoree") and private label versions to key strategic partners on a revenue sharing basis. Initially, our online participants will not be charged any transaction fees. This will be done to quickly build loyalty and value for our mobile application. It is expected that the majority of the Company's revenues will come from sponsorship fees related to the listing and integration of products in our mobile application.

Market Analysis

Target Customers

The target customers for Mentoree can be characterized by the following:

- Persons seeking guidance in their lives or careers.
- Persons seeking to guide others in their lives or careers.
- Mentorship organizations seeking to run their programs more effectively.
- Advertisers seeking to display content on the service.

Target User Demographics

A more detailed view of Mentoree's targeted customers by demographic can be estimated as the demographic of college students in general:

- 43.7% male / 56.3% female
- 76.0% white / 14.6% black / 6.2% Asian / 12.3% Hispanic
- 72.5% public institution / 27.5% private institution
- 36.8% two-year institution / 63.2% four-year institution
- 86.0% undergraduate / 14.0% postbaccalaureate

Market Characteristics and Trends

There are a number of trends that are converging to make Mentoree.com the ideal marketing solution for the mentorship industry.

- Success of online mentorship sites. The success of mentorship sites such as Management Mentors, Insala and Chronus have demonstrated that people value the online career building

experience. However, the companies mentioned above cater to limited markets, do not have a mobile presence, and/or do not have a full suite of features.

- New Technology – Smartphone usage has been growing exponentially in recent years, and smartphones have already saturated the young adult demographic, with 85% adoption for users between 18 and 29 years of age.
- Entrance of Brick and Mortar Magazines – Traditional print magazines are building Internet magazines to build interactive advertising revenue streams. XYX, YYX and many others are teaming up with online media companies to expand traditional print businesses online.
- Merging Partners – Online commerce and content sites are merging and partnering together to strengthen offerings. (Ex. BBA partnered with AAB). Figuring out how to effectively provide both commerce and content has been an obstacle for most companies. Partnering seems to be the interim solution to this obstacle at the present time.
- New Advertising Models – CPM models are changing to performance based and click through models where content is integrated into content and programming. Integrating content and product appears to provide more value to sponsors and advertisers generating substantially more click throughs, impressions and site impression time.
- Significant growth of WWW consumers. According to International Data Corporation there are approximately 196 million people world wide online today and this figure could exceed 500 million within the next three years.
- Mentorship industries are notorious for being technology-shy. High mentorship companies have been reluctant to adapt to new technology advances for fears of protecting their brand. However Mentoree.com sees the Internet as an opportunity to change old ways of doing business within an evolving industry.
- Increase in people career building online - According to Cyber Dialogue, 24.4 million surfers bought online in Q2 1999, up 10 million in Q2 1998. Though the latest consumer e-commerce forecasts vary widely depending on which kinds of products and methods of career building are included, all estimate at least a five-fold increase in sales from 1999 to 2003. Forrester Research issued the most detailed – and aggressive – outlook, predicting \$185 billion in U.S. e-commerce sales by 2004. These forecasts are expected to increase substantially with increased education, marketing, service, access and as applications become more user friendly over the next few years.

Market Size & Revenue Potential

While there are no absolute statistics on the potential of the online mentorship market, there are a number of indicators that point to the market potential.

- One-third of (mostly corporate) respondents to a survey indicated that they were looking to establish a mentorship program in their institutions.
- Traditional mentorship programs can often fail to find suitable mentors for all mentees in a program/area. By allowing longer distance relationships, programs will be more able to provide quality matches to mentees.
- Research on proper matching of mentors and mentees remains elusive. A data-driven approach to mentor-mentee matching would provide a service with real and new value to

customers that has not been available in the market previously.

- In 2013, NASA proposed a challenge to develop a mentorship app that would inspire and guide young and upcoming students.

Mentorship programs continue to grow in number, and college enrollment is increasing over time. Universities frequently have at least one (and usually more) mentoring program, and many universities have separate programs for different departments.

Competition

The competitive landscape is best understood by segmenting the market into two primary groups:

Education mentoring services – e.g. Chronus, Sumac, Fidelis.

Corporate mentoring services – e.g. Management Mentors, Insala Mentoring Complete, Mentor Scout

- *A tabular summary of competing services can be found after the descriptions of individual competing services.*

The majority of mentoring services are catered towards corporate clients, allowing businesses to pair employees for knowledge sharing. Most of the mentoring services available to educational institutions are either new or highly expensive, and few have comprehensive services that an educational institution could use. Mentoree.com has the opportunity to become the dominant online educational mentorship tool by providing a full suite of features, as well as other features not yet attempted in this market.

Educational Mentoring Services

In the non-Web world, there are many avenues for consumers to engage in mentorship for career building, primarily through higher educational institutions. Broadly, all educational mentoring services suffer from poor market saturation and most suffer from limited features. Online services exist to aid mentorship organizations in establishing, maintaining and enhancing mentorship relationships, such as the following:

(1) Chronus

Description:

- Online mentorship management tool, used by moderators of mentorship organizations
- Uses proprietary algorithm to aid moderators in matching mentors and mentees
- Sends notifications to mentors and mentees, and allows tracking of goals

Strategy:

- Charges participating agencies \$8,500-\$12,000 annually for services

Limitations/Conclusions:

- Poor market saturation, high entry cost, lack of sophisticated analytics, no mobile-native app

(2) Sumac

Description:

- Online application, currently in beta phase of development, specializing in mentor-mentee matching.

Strategy:

- Uses proprietary, *customizable* algorithm to aid moderators in matching mentors and mentees.
- Reports on mentor-mentee relationship progress.

Limitations/Conclusions:

- Still in beta phase
 - Only addresses one administrative timesink in mentorship organizations
- Lack of sophisticated monitoring methods

(3) Fidelis

Description:

- Online service, aiding mentorship

Strategy:

- Allows moderators to manually match mentors and mentees
- Has training materials for mentors
- Allows mass emails to be sent to all parties

Limitations/Conclusions:

- Very expensive; costs approx..\$10,000 annually

Corporate Mentoring Companies

There are many mentorship management services on the Internet today. Most of these companies market themselves primarily to corporate clients. While these companies sell an enormous amount of products on a basic level, it is prevalent that a significant piece of this business is moving towards an integrated content and career building model, where quality of content takes precedence over volume of product offered. This competitive segment can be summarized by the following two companies that could attempt to take steps towards this model:

(1) Management Mentors

Description

- Facilitates mentor-mentee matching
- Contains training materials to aid mentorship relationships

Strategy:

- Online service, available to organizations (primarily corporations) for yearly subscription fee

Limitations/Conclusions:

- Limited suite of options
- Designed exclusively for corporate clients

(2) Insala Mentoring Complete

Description:

- One of very few mentoring services with a built-in chat feature
- Facilitates mentor-mentee matching
- Has training material available to aid relationships

Strategy:

- Online service, available to organizations (primarily corporations) for yearly subscription fee

Limitations/Conclusions:

- Lacks broader network of mentors
- Built for only corporate market
- No mobile presence, career planning, or analytics

699 (3) Mentor Scout

700 *Description:*

- 702 • One of very few mentoring services with a built-in chat feature
- 703 • Facilitates mentor-mentee matching
- 704 • Has goal tracking for mentor-mentee pair

705 *Strategy:*

- 706 • Online service, available to organizations (primarily corporations) for yearly subscription fee

707 *Limitations/Conclusions:*

- 709 • Lacks broader network of mentors
- 710 • No prompts delivered to mentor or mentee to keep relationship moving forward
- 711 • No mobile presence, career planning

712

713 ***Competitive Summary***

714

715 Presently, there are many mentorship sites focused on managing mentorship for organizations.

716 There are few applications that the actual mentors and mentees can use, much less on a regular

717 basis; and these programs do little to provide guidance. Little research has been done on proper

718 mentor-mentee matching, and most mentoring organizations spoken to were looking for a

719 program to aid them with matching. No applications have taken advantage of the ubiquity of

720 smartphones to reach out to mentors or mentees, or provide new avenues of engagement,

721 especially to users who do not have access to a desktop computer at home. Furthermore,

722 Mentoree can provide a vastly broader network of mentors and mentees as a social network when

723 opportunities are limited within a given program or area. Mentoree offers many key advantages in

724 a growing industry, and is well-poised for success.

725

726 **Summary of Competing Services by Main Features**

Service Name	Market	Browser App	Mobile App	Social network	Manual Matching	Facilitated Matching	Chat / Messaging	Batch Emails	Monitoring	Training	Prompts	Goal tracking	Career Pathing	Reporting	Analytics
Mentoree	Education	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Management Mentors	Corporate	Yes	No	No	Yes	Yes	No	Unknown	No	Yes	No	No	No	Yes	No
MentorNet	STEM, U.S.	Yes	No	No	Yes	Yes	No	Yes	No	Yes	Yes	No	No	Yes	Unknown
Sumac	Education	Yes	No	No	Yes	Yes	No	Yes	Yes	No	No	No	No	Yes	Unknown
Chronus	General	Yes	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No
Insala Mentoring Complete	Corporate	Yes	No	No	Yes	Yes	Yes	Yes	Unknown	Yes	Unknown	Yes	No	Yes	No
Coaching Director	Corporate	Yes	No	No	Yes	No	No	Yes	Yes	Yes	No	Yes	No	Yes	No
eMentor Connect	Corporate	Yes	No	No	Yes	Yes	No	Yes	Unknown	No	Unknown	Yes	No	Yes	No
Fidelis	Education, advising	Yes	No	No	Yes	Unknown	No	Yes	Yes	Yes	No	No	No	Unknown	Unknown
Innovative Mentoring	Youth mentoring	Yes	No	No	Yes	No	No	Yes	No	No	No	N/A	N/A	Yes	No
Mentor Scout	Corporate	Yes	No	No	Yes	Yes	Yes	Unknown	Yes	Yes	No	Yes	No	Yes	No
CiviCore	Education, Corporate	Yes	No	No	Yes	Unknown	No	Unknown	Yes	No	No	No	No	Yes	No
Xinspire	Education	Yes	No	No	No	No	No	Yes	No	Yes	Yes	Unknown	Unknown	Yes	No
Talentova	Corporate	Yes	No	No	Yes	Yes	No	Yes	No	No	No	Yes	No	Yes	Yes
River	Corporate	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Unknown	Yes	No	No	Yes	Yes
Mutual Force	Corporate, Nonprofit	Yes	No	No	Yes	Yes	No	Yes	No	Yes	Yes	No	No	Yes	No

Company Objectives and Strategies

Business Objectives

The business objectives of Mentoree are:

- Attract, integrate, retain, and guide the highest quality mentors and mentees.
- Help mentorship organizations pair mentors and mentees, monitor those relationships, provide goals and paths to the mentor-mentee pair,
- Gather data about mentorship relationships to guide the processes of mentor-mentee matching, prompting the pair, and guiding their relationship.

Business Strategies

Mentoree will implement the following strategies to achieve its goals of becoming the leading branded Internet Mentorship Network:

- (1) Create a compelling value proposition for sponsors, advertisers and consumers.
- (2) Build strong brand recognition and leverage the brand equities affiliated with Mentoree.com.
- (3) Develop key industry strategic partnerships.
- (4) Provide compelling content and presentation to encourage repeat visits.
- (5) Leverage our technology investments to create a measurably better mentorship experience.
- (6) Provide a high level of personalized service to mentorship organizations and members of the public.
- (7) Build an elite team of executives and industry professionals.

Below are more details related to each strategy:

- (1) Create a compelling value proposition for sponsors, advertisers and consumers. Mentoree will strive to provide an unparalleled experience and services that will make it the primary destination site for Aspirational career building enthusiasts. This includes having a the highest quality guidance available, a personalized career building experience, extensive content of interest, and a community for encouraging the exchange of information and ideas (e.g. chat, knowledge boards), etc.
- (2) Build strong brand recognition. Mentoree will be promoted throughout the Internet and through direct outreach to mentorship organizations. Mentoree's strategy is to promote, advertise, and increase its brand equity/visibility through Google AdSense and similar services, and through quality relationships with administrators in mentorship organizations. Mentoree will also benefit from gaining "first/early mover" advantage by becoming one of the first major companies to establish itself in the mobile environment. This will result in extensive word-of-mouth marketing that will drive traffic.

- (3) Develop key industry strategic partnerships. Mentoree plans to enter into many strategic relationships in order to enhance the quality of the product and the reach of the service. Professional sources and data aggregators with professional/educational data can partner with us for mutual use of each other's data, content and marketing services can partner with us to increase mutual traffic, and career development/mentorship services can partner with us so that members of the public can be directed to these organizations (which in turn will use our service).
- (4) Provide compelling content and presentation to encourage repeat visits. Our layout and design will be user-friendly and cutting edge in the eyes of our audience to attract repeat users. We have a strong branding message that will extend to all aspects of the site and truly provide the best experience for our customers. The site will encompass the sophistication and identification of the sponsors and programming we represent and offer customer value added features to build a real interactive community.
- (5) Leverage our technology investments to create a measurably better mentorship experience. Leverage our investment in the best technology to create a measurable e-mentorship platform that enables measurability, personalization and integration with our sponsors without hampering a quality experience. The application will probably be developed using a rapid development platform (e.g. Appcelerator, Sencha, PhoneGap), allowing the same base code to be exported to apps native to the main platforms (i.e. website, iOS and Android).
- (6) Provide a high level of personalized service to mentorship organizations and members of the public. We will work in tandem with our customers to make sure that they implement our product properly and according to their needs. We will make sure that our career/goal paths match up with any classes/programs offered in their university, and we will make sure that we are continually listening to our customers and users to meet their needs. Our main goal is to enhance people's mentorship experiences, and this requires that we be consistently good listeners.
- (7) Build an elite team of executives and industry professionals. Our ongoing effort of building an elite management team with backgrounds in managing and developing successful businesses within the mentorship, marketing and software development industries will be critical to our success.

We expect that many highly trafficked Web sites will want to partner with Mentoree to gain access to our users. Mentoree expects that many educational institutions or other mentoring programs will be interested in these types of strategic relationships since it gets them quickly into the content/career building business and grows their reach and population served. Obviously, the success of this strategy is dependent upon implementing successfully the same strategies discussed above for the site and application.

Competitive Advantages

Mentoree will become the dominant Aspirational mentorship Network and maintain its position from the following competitive advantages and barriers to entry:

- Management, speed, flexibility. The Company will build the highest quality management team, having experience in technology, mentorship and entertainment industries. The Company intends to build a savvy Internet and mentorship experienced management team which will become a critical advantage.
- Relationships. We will build and maintain quality relationships with our customers, especially early adopters. We will make sure that our customers are aware of what they are

works for them as they need it to, and we will be willing to guide customers through use of our application. By maintaining these relationships, we will be able to elicit improvements or fixes that our service requires.

- First/early mover advantage. We will be one of the first mentorship service with a mobile presence. We will be one of the very few made first for educational settings, and we will be one of the very few with analytics or built-in chat.
- High switching costs. Consumers will be able to customize their experience, as such, once users become comfortable using Mentoree, it is likely that they will continue using our service.

Strategic Partnerships and Alliances

We will partner with data aggregation services (e.g PayScale) and professional organizations to guide our career development paths. We will partner with content (magazines, blogs, etc.) and marketing services for mutual traffic referral. We will partner with career development and mentorship services to direct mentors and mentees on the service to engage with those organizations.

Marketing

Mentoree's marketing efforts will be directed toward executing the company strategies of building awareness and driving traffic to the site. The combination of strong creative marketing and partnerships with traffic generating sites is expected to result in many visitors who will become loyal, repeat customers. The Company expects to use a variety of marketing tools including guerilla/grassroots marketing, Web advertising, affiliate marketing programs, public relations, and key strategic alliances to drive traffic. Mentoree forecasts 10,000,000 visits and 15 sponsors in the first year. The following will provide an explanation of each of the tools:

- (1) Direct and Grassroots Marketing. Mentoree will advertise directly to mentorship organizations to form critical and ongoing relationships that will build up a database of mentors and mentees across the globe. Mentoree will also market itself in a grassroots fashion by inviting members of the public to try the service. It will have both a physical presence (i.e. a live representative) and advertisements (e.g. flyers) in relevant settings: Universities, professional meet-ups, etc.
- (2) Internet Advertising. Mentoree intends to place banners ads with major portal sites to increase traffic and awareness. This advertising will be specifically targeted towards our targeted demographic audience of women. In addition, the company intends to lock-up key word advertising slots in which a Mentoree banner is automatically served when someone enters a key word (e.g. "Mentorship") during a Web search.
- (3) Online Affiliation. Mentoree will place affiliate banners on various strategic partners' Web sites. These advertisements are expected to take the form of small banners that encourage readers to click through on Mentoree's Web site in exchange for a percentage of the revenue generated if a user goes through that link and participates in the transaction. Typical revenue that goes to the affiliate is 5-10% of the transaction but only in the case where the person comes through the affiliate Web site.
- (4) Internet Mutual Links. The Company will establish affiliations with sites who have relevant content and get them to link to Mentoree in exchange for a link from Mentoree. There are

relevant content and get them to link to our site in exchange for a link from Mentoree. For example, a site on web development would have a link to Mentoree.com in exchange for a link to them for users interested in a career in web development.

(5) Strategic Alliances. Mentoree will establish strategic alliances with key companies that help bring credibility, positive public relations, data, as well as qualified traffic to the site. These alliances typically result in extensive co-marketing by both organizations with the goal of each company driving traffic and awareness of the other company's products and services. For example, Mentoree.com could partner with a university's career development office, and utilize their clientele in return for providing members of the public with referrals to that office.

(6) Public Relations Mentoree.com will implement an on-going public relations campaign to build awareness and traffic to the site. This effort will focus on both online as well as print media in many countries throughout the world. We may hire a Public Relations firm with strong expertise and media contacts in both the educational and professional worlds.

(7) Incentives - Offer new viewers rebates or free subscriptions as an added incentive to purchase from Mentoree. This promotional feature will be marketed through our online affiliations, strategic partners and grass roots efforts.

Web Site and Technology

It will be critical that our audience enjoys the layout and design of our app and website, and adapt to the interactive nature of our programming. Our layout and design will have to be user-friendly and cutting edge in the eyes of our audience to be successful in attracting repeat users. The features, functionality, and content can be able to be replicated by competitors, but the brand and the consumer experience must differentiate the value proposition to our customers. We have a strong branding message that will extend to all aspects of the site and truly provide the best experience for our customers. The site must encompass the sophistication and identification of the sponsors and programming we represent and offer customer value added features to build a real interactive community.

The objectives for Mentoree's ongoing software development are as follows:

- Provide a means for users to register with Mentoree, and the means for mentoring organizations to match mentors and mentees. At first, this will be by hand; but this should quickly be expanded to be performed algorithmically. This should be the first feature developed, as it is the one that most mentoring organizations find most important.
- A chat/messaging system will be developed. This will allow for implicit monitoring of mentoring relationships.
- The monitoring component will keep track of how often the mentor-mentee pair communicates over the chat system. If they do not use the chat system, they will be contacted either through email or through the application to confirm that they are actively communicating.
- A goal tracking system will be in place, which will allow goals to be set for a mentor-mentee pair.
- A database of career paths; that is, trees of requirements leading to specific career goals. These will be prefabricated for many standard career paths (e.g. engineering, software development, physical therapy); they can be custom-defined by users (both individuals and organizations), and they will consist of multiple goals.
- A reporting system, to keep track of the successes and failures of the mentoring relationships and display that information to program administrators.
- Analytics, that will collect and analyze the increasing amount of data coming in from the mentorship programs to discern patterns that predict (or even cause) successes or failures in mentorship relationships. This feature will inform the algorithms for matching mentors, the delivery of prompts, career paths, etc.

Our investment in technology may take the form of purchasing off-the-shelf solutions or developing proprietary technology when appropriate.

Management Team

Our ongoing effort of building an elite management team with backgrounds in managing and developing successful businesses within the mentorship, marketing and software development industries will be critical to our success. Mentoree.com currently has two developers and will likely hire freelancers, who will be involved in site design, media programming and business development. Upon obtaining its first round of funding, Mentoree will hire contractors to implement the strategy as outlined in this plan. Mentoree executive staff and operations will be in Milwaukee, Wisconsin

Funding and Exit Strategy

The management of Mentoree.com expects that the implementation of this plan will result in substantial viewers, e-mentorship revenues, and eventually profits. A complete set of financials is found in this Plan but key metrics include:

	Year 1	Year 2
Monthly Page Views	2,000,000	6,000,000
Page Views	24,000,000	72,000,000
Mentoree.com revenues (\$)	\$	\$
Mentoree.com expenses (\$)	\$	\$
Operating profit/loss (\$)	\$	\$

Comparables

While it is difficult to put a valuation on the Company, recent IPO activity does provide a strong indication of the potential market capitalization:

- ~~XYX.com (TICK) currently has a market capitalization of \$707 million with a monthly viewer base of approximately 4,289,000 (generating \$.47 in revenue per viewer) and 1998 revenues of \$24.7 million.~~
- ~~ZYX.com (TICK) currently has a market capitalization of \$821 million with a monthly viewer base of approximately 4,366,000 (generating \$.40 in revenue per viewer) and 1998 revenues of \$21.2 million.~~
- ~~ZZY.com (TICK) currently has a market capitalization of \$44.8 million with an unknown monthly user base and 1998 revenues of \$2.93 million.~~

Funding and Use of Proceeds

In order to achieve this growth, the Company is looking to secure funding via an equity placement to make investments in a variety of areas and fund cash flow requirements for the next eight months of operation. The Company is seeking \$_____ million to finance these activities. The proceeds from this equity financing activity will be used as follows:

Payroll	\$
Marketing and Strategic Alliances	\$
Tech/Equipment/Start Up	\$
G & A	\$
Contingency	\$
Total	