**Final Project: Mentor Decision Memo and Digital Story**

**Total: 150 points**

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| --- | --- |
| Part 1: Decision Memo | 60 pts |
| Part 2: Digital Story | 60 pts |
| Part 3: Peer Evaluation | 30 pts |

**Overview**

You will create two connected pieces that tell the story of your mentor’s entrepreneurial decision:

1. A **Written Decision Memo** (2–3 pages) — a concise, analytical narrative about a real decision your mentor faced.
2. A **Digital Story** (2–3 minutes) — a visual or narrated summary designed for your mentor and peers to view before the networking event.

Your goal is to capture a **real decision point**: a moment when your mentor had to make a consequential choice with trade-offs or uncertainty.

At the networking event, mentors will **reveal what actually happened**, allowing you to compare your analysis with their lived experience.

**Part 1: Written Decision Memo (60 points)**

**Structure**

**1. Background (≈½–1 page)**

Describe your mentor and their business.

* Sector, size, and location
* The founder’s journey or motivation
* Context leading up to the decision

**2. The Decision Point (≈1 page)**

Explain the specific challenge or choice.

* What triggered the decision?
* Why did it matter for the business?
* What were the possible options?  
  *Do not reveal the final decision.*

**3. Considerations (≈½ page)**

Summarize the factors shaping the decision:

* Financial or market trade-offs
* People, partnerships, or mission-based factors
* Uncertainties or risks

**4. The Ask (≈½ page)**

End with a discussion question for your peers, such as:

“What should [Mentor Name] do to achieve [goal] while remaining true to [value or constraint]?”

**Decision Memo Rubric (60 points)**

| **Criteria** | **Description** | **Points** |
| --- | --- | --- |
| **Context and Background** | Provides a clear, engaging overview of the business and founder | 15 |
| **Clarity of the Decision Point** | Defines a specific, consequential choice with clear options | 15 |
| **Depth of Analysis** | Demonstrates understanding of trade-offs and reasoning | 15 |
| **Professional Writing & Organization** | Concise, polished, and case-appropriate tone and structure | 10 |
| **Reflection & Mentor Consent** | Shows thoughtful learning and confirms mentor participation | 5 |

**Part 2: Digital Story (60 points)**

**Purpose**

To visually communicate your mentor’s story and decision in a way that sparks discussion before the networking event.

**Format Options**

Choose one format:

* **Video:** you on camera, with visuals or photos
* **Narrated Slide Deck:** PowerPoint, Canva, or Loom presentation
* **Audio Story with Visuals:** short podcast segment with still images or B-roll

**Length:** 2–3 minutes  
**Output:** MP4, MOV, or shareable link (YouTube, Canva, Loom, etc.)  
**Accessibility:** Include captions or subtitles if possible

**Content**

Your digital story should:

1. Introduce your mentor and their business
2. Describe the challenge or decision point
3. End with your “Ask” (the discussion question for viewers)  
   *Do not reveal the final decision.*

**Digital Story Rubric (60 points)**

| **Criteria** | **Description** | **Points** |
| --- | --- | --- |
| **Storytelling & Clarity** | Clear, coherent, and engaging narrative of the mentor’s decision | 15 |
| **Content Accuracy & Depth** | Accurately conveys the challenge, context, and stakes | 15 |
| **Creativity & Professionalism** | Visual/narrative design enhances understanding | 10 |
| **Technical Quality** | Clear audio, readable visuals, well-paced editing | 10 |
| **Engagement & Call to Action** | Ends with an effective, discussion-worthy “Ask” | 10 |

**Submission Components**

✅ Decision Memo (PDF or Word file)  
✅ Digital Story link or file (MP4, MOV, or link)  
✅ Mentor consent confirmation (email or note)  
✅ Reflection (½ page: what you learned about entrepreneurial decision-making)  
✅ Peer Evaluation (separate 30-point assignment)

**Networking Event Integration**

* Digital stories will be shared with mentors and classmates ahead of the event.
* During the event, mentors will **reveal the real decision and outcome.**
* Students will discuss what they would have done differently — and why.