**Mentor Decision Memo Template [Remove this in the final submission]**

**Title of Case: [Insert a short, creative title that captures the dilemma]**

**Fast Facts**

|  |  |
| --- | --- |
| **Company:** | [Name of business] |
| **Founded:** | [Year] |
| **Founders:** | [Name(s) and brief background, if applicable] |
| **Headquarters:** | [City, State] |
| **Industry:** | [Industry or sector] |
| **Products/Services:** | [Key offerings or focus] |

**Background (½–1 page)**

Introduce the entrepreneur and the business.

* Who are they and what inspired the business?
* What problem or opportunity were they addressing?
* Describe the business model, customers, and any early milestones.
* Include details that help readers understand the context (location, scale, or partnerships).

*Tip:* Think of this as the story setup. Help the reader picture the business and why it mattered.

**The Decision Point (¾–1 page)**

Describe the central challenge or decision the entrepreneur faced.

* What triggered the need for a decision (a change, opportunity, or conflict)?
* What options were on the table? (List 2–3 clear alternatives.)
* Why is this decision important to the business’s future?

*Do not reveal the actual decision or outcome here.*  
Leave the reader in suspense for the networking event.

**Considerations (½–¾ page)**

Analyze what made the decision difficult.

* What trade-offs did the entrepreneur need to weigh?
* Which financial, operational, or strategic factors were most important?
* Were there value-based or relationship-based considerations?
* Include short quotes or insights from your mentor interview if appropriate.

*Example:* “I knew expanding too quickly could stretch us thin,” the entrepreneur explained, “but waiting too long risked losing momentum.”

**The Ask (¼ page)**

End with a concise, open-ended question for discussion.

*Example:*  
“What should [Mentor Name] do to scale the business while preserving the company’s values and personal balance?”

*Keep it short and analytical — your reader should be able to debate the possible answers in class before learning what actually happened.*

**Formatting Guidelines [Remove this in the final submission]**

* 12-point font, 1-inch margins
* Include section headers as shown above
* Proofread for clarity, tone, and flow
* Submit as a Word file in Canvas

**Checklist Before Submitting [Remove this in the final submission]**

☐ Case is 2–3 pages and follows the template  
☐ Decision point is clearly defined (but not resolved)  
☐ Mentor consent included or confirmed via note/email  
☐ Reflection paragraph completed (separate document)  
☐ Digital Story (Part 2) and Peer Evaluation (Part 3) will accompany this later