

# Entrepreneur Mentoring





# Entrepreneur Mentoring

Advice to Get Growing

**Dell Technologies Entrepreneur Mentoring** invites Dell employees, partners, and seasoned entrepreneurs to mentor founders as they scale their business and grow their own skill-set.

**We believe in entrepreneurs.** Dell Technologies began as a startup rooted in the entrepreneurial vision of a single person. Starting or scaling is a critical time for any business and Dell Technologies empowers entrepreneurs through innovation and technology while supporting the entrepreneurial ecosystem through programs like the Dell Women's Entrepreneur Network (DWEN) and Dell for Startups. Members will have access to a range of resources including mentors from Dell Technologies, our strategic partners, and seasoned entrepreneurs who can advise on a variety of topics that are crucial for growth.



# 92%

of small business owners agree that mentors have a direct impact on the growth and survival of their business.\*

## Mentorship for Entrepreneurs

Entrepreneur mentoring is a supportive relationship where an experienced professional provides advice and guidance to an entrepreneur throughout their journey of launching and growing their company.

### Key Statistics\*\*

- 20% of new businesses fail within the first two years.
- 45% of new business startups don't survive the fifth year.

### Why Mentoring?

- Entrepreneurs who receive mentoring are twice as likely to survive compared to those who do not.\*\*\*
- 89% of small business owners who didn't have a mentor wish that they did.\*
- 80% of mentored businesses have witnessed long term success, growth, and business revenues.\*\*\*\*
- 61% of current small business owners mentor others.\*

\*Kabbage Inc Report; \*\*US Bureau of Labor Statistics; \*\*\* Small Firms Enterprise Development Initiative; \*\*\*\*Jupiter Business Mentors

# Entrepreneurs

Entrepreneurs come from Dell Women's Entrepreneur Network (DWEN) & Dell for Startups Program.

## DWEN

For more than 15 years, the Dell Women's Entrepreneur Network (DWEN) has brought women entrepreneurs together from around the world to help them connect with each other, scale their businesses, and ultimately succeed.

The DWEN community welcomes all levels of entrepreneurs, from start-ups to scale-ups.

Learn more: [DWEN.com](https://www.dell.com/dw/en)

## Dell for Startups

Dell for Startups provides startup expertise from dedicated technology advisors and scalable solutions to ensure the business is always ready to grow.

Dell for Startups offers end to end services and exclusive member pricing. Members can also participate in frequent pitch competitions competing for Dell technology.

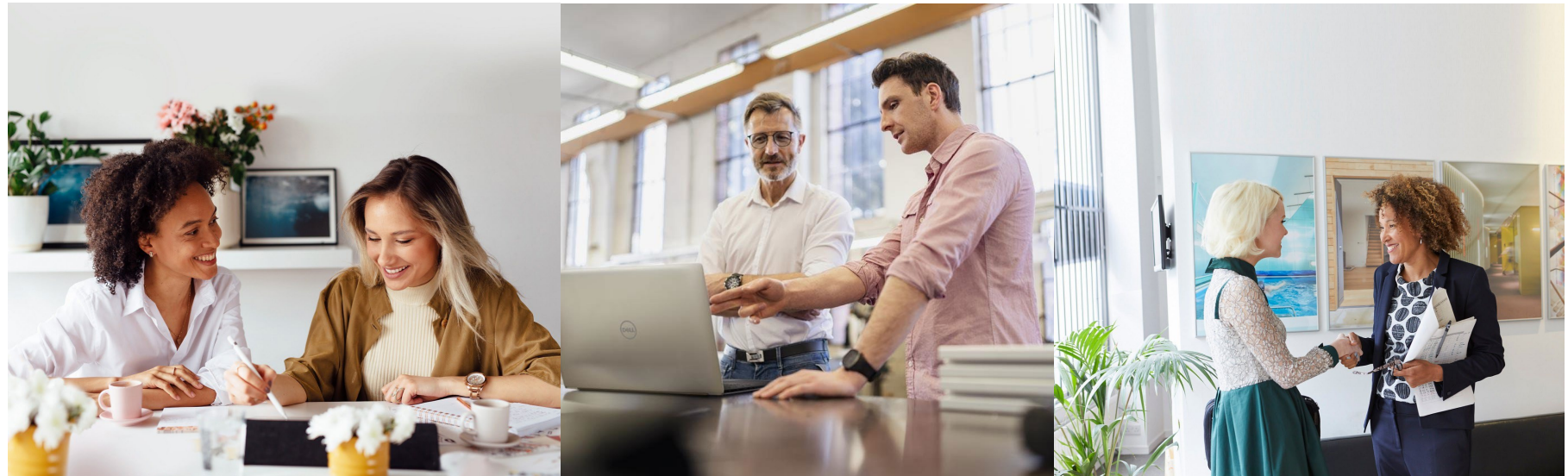
Learn more: [Dell.com/Startups](https://www.dell.com/startups)

# Who are the Mentors?

We work with experienced professionals and entrepreneurs who are passionate about helping others succeed and are willing to share their knowledge and insights.

Our mentors are from a diverse range of backgrounds and experiences. They have expertise in Legal, HR, Finance, Operations, Sales, Marketing, Engineering, Venture Capital, Program Management, Entrepreneurship, and some are 'Jacks of all Trades'.

We also value soft skills such as empathy and being a good listener, as these are important qualities for effective mentoring.



# Mentor & Entrepreneur Matching and Expectations

## How does matching work?

- Select entrepreneurs have been invited through DWEN and Dell for Startups to create their profile and select topics that they are interested in.
- Entrepreneurs can browse our catalogue of mentors to book 45-minute conversations.
- Match recommendations are made by the platform based on mentor's profile and entrepreneur's needs. Selected Professional areas, conversation topics, and your profile information will help the matching technology work well.

## What is expected of an Entrepreneur to be prepared?

- Fill in your profile information so the mentor knows about you and your company.
- Come to the conversation prepared with clear goals and questions.
- Be open to feedback and look for guidance that help you make informed decisions.
- Show respect and appreciation for the mentor's time and expertise.
- Provide feedback on your conversation after each session to improve the mentorship experience.





When creating your profile, you will have the opportunity to select mentoring topics in two categories - Professional Areas and Conversation Topics. These selections will be used to assist in matching and will be visible to the mentors when they view your profile.

# Mentoring Topics

## Professional Areas

- Accounting and Finance
- Business Operations
- Business Strategy
- Customer Relationship Management
- Human Resources
- Legal
- Manufacturing
- Marketing
- Product Development & Engineering
- Sales
- Supply Chain & Logistics
- Technology

## Conversation Topics

- Branding and Storytelling
- Decision Making
- Environmental & Social Impact
- Fundraising
- Handling Highs and Lows
- Hiring New Teams
- Influencing Others
- Leadership
- Presenting & Pitching
- Productivity
- Scaling your Business
- Strategic Thinking
- Women in Entrepreneurship
- Working Parents
- Work-Life Balance



# Professional Areas

- **ACCOUNTING AND FINANCE:** financial accounting, management accounting, auditing, tax accounting, and corporate finance.
- **BUSINESS OPERATIONS:** operations management, supply chain management, logistics, and quality assurance.
- **BUSINESS STRATEGY:** strategic planning, competitive analysis, market research, and innovation management.
- **CUSTOMER RELATIONSHIP MANAGEMENT:** strategies, practices, and technologies to manage interactions with customers and improve satisfaction and loyalty.
- **HUMAN RESOURCES:** talent acquisition, employee development and training, performance management, and compensation and benefits.
- **LEGAL:** contracts, labor laws, and regulatory compliance.
- **MANUFACTURING:** processes and methods used to create products, as well as the challenges and opportunities associated with manufacturing, such as supply chain management, quality control, and lean manufacturing practices.
- **MARKETING:** strategies and techniques used to identify, target, and communicate with potential customers, as well as market research, branding, advertising, and digital marketing.
- **PRODUCT DEVELOPMENT & ENGINEERING:** stages involved in creating a product, from ideation and research to prototyping and launch, as well as market analysis, product design, testing, and commercialization.
- **SALES:** strategies and techniques used to generate revenue, such as lead generation, customer acquisition, and sales prospecting. This involves the development of sales plans, tracking and analyzing sales data, and managing sales teams.
- **SUPPLY CHAIN AND LOGISTICS:** activities and processes involved in managing supply chain operations, such as procurement, inventory management, logistics, and transportation.
- **TECHNOLOGY:** information technology, software development, hardware engineering, and digital marketing.

# Conversation Topics

- **BRANDING AND STORYTELLING:** market research, brand strategy development, design and creative direction, content marketing, and public relations
- **DECISION MAKING:** providing guidance and support to improve decision-making skills - by suggesting tools, resources, and case studies, as well as providing opportunities for practice, feedback, and reflection.
- **ENVIRONMENTAL & SOCIAL IMPACT:** incorporating sustainability, corporate social responsibility, ethical practices, and community engagement into business operations to create a meaningful and lasting impact.
- **FUNDRAISING:** fundraising strategies, identifying potential sources of funding, preparing a pitch, and building relationships with investors and donors.
- **GRANTS:** strategies and advice on applying for available grants for start-ups and small businesses.
- **HANDLING HIGHS AND LOWS:** developing resilience and adaptability to overcome challenges, as well as managing expectations and emotions during times of success and failure.
- **HIRING NEW TEAMS:** attracting and selecting the right candidates, onboarding and training, and establishing employee retention strategies to ensure productive teams.
- **INFLUENCING OTHERS:** communication strategies, negotiation tactics, and leadership techniques to enhance the ability to influence and inspire others.
- **LEADERSHIP:** effective communication, decision-making, delegation, and conflict resolution.
- **PRESENTING & PITCHING:** techniques to structure content and tailor delivery to specific audiences.
- **PRODUCTIVITY:** guidance on goal setting, time management, delegation, and other productivity-enhancing techniques.
- **SCALING YOUR BUSINESS:** the process of growing and expanding a business to increase revenue, market share, and profits.
- **STRATEGIC THINKING:** ability to think and plan ahead, taking into consideration various internal and external factors that may impact a business.
- **WOMEN IN ENTREPRENEURSHIP:** strategies and best practices for overcoming barriers and biases, as well as leveraging strengths to succeed in business.
- **WORKING PARENTS:** supporting and guiding parents who are juggling their professional and personal responsibilities.
- **WORK-LIFE BALANCE:** strategies and techniques to achieve a better balance between work and personal life, including time management, prioritization, stress reduction, and boundary-setting.

# How it works:

2 Easy Steps

1

## Entrepreneurs sign up & create a profile

2

## Book time with relevant mentors

Dell Technologies Entrepreneur Mentoring is a member benefit to DWEN and Dell for Startups. Entrepreneurs are given “credits” to sign up for 45-minute 1:1 conversations with Mentors.

- During the onboarding process, Mentors select topics to define the areas that they would like to mentor Entrepreneurs in.
- Entrepreneurs can browse by name, as well as filter by area of expertise or topic.
- After selecting a Mentor, Entrepreneurs can sign up for a conversation using the calendar function that displays the available times on the Mentor’s profile.
- Once booked, a confirmation email is sent to both the Entrepreneur and Mentor with conversation date and time, and the link to enter the conversation. You can also enter the conversation via your profile page.
- The conversations take place on the platform via live video (preferred) or over the phone.

# FAQ's

# FAQs

## 1. How does Dell Technologies Entrepreneur Mentoring work?

Dell Technologies Entrepreneur Mentoring is a member benefit to DWEN and Dell for Startups and entrepreneurs are given “credits” to sign up for 45-minute 1:1 conversations with Mentors.

- During the onboarding process, Mentors select topics to define the areas that they would like to mentor Entrepreneurs in.
- Entrepreneurs can browse by name, as well as filter by area of expertise or topic.
- After selecting a Mentor, Entrepreneurs can sign up for a conversation using the calendar function that displays the available times on the Mentor’s profile.
- Once booked, a confirmation email is sent to both the Entrepreneur and Mentor with conversation date and time, and the link to enter the conversation. You can also enter the conversation via your profile page.
- The conversations take place via live video using the platform selected by the Mentor (e.g. Zoom, Teams, etc.).

## 2. What should I include when creating my profile?

Take time to share information about yourself and your company. In addition to your goals, we highly recommend adding:

- A link to a pitch deck (if you have one)
- Your business plan
- Website

## 3. Are these engagements long or short-term? What happens after the conversation?

The engagements are short-term in nature. However if you find someone particularly helpful, you can book additional conversations based on their availability.

# FAQs

## 4. How is feedback collected?

When you complete a conversation you will be asked to provide a rating on the conversation and your mentor. Your feedback helps us learn. These are important, please take them seriously and provide honest thoughtful feedback. Your ratings are private and confidential and will not be shared with the mentor. However, if there is inappropriate behavior in anyway, we will step in.

## 5. Can I see how mentors reviewed our conversation?

No, reviews are private and confidential. If there are specific areas of improvement, administrators will reach out and provide feedback.

## 6. Will I see notes from mentors?

Each mentor will have the opportunity to add to your journal. Journals are visible to you and any mentor that you book with, both past and future. It is also visible on your profile page.

For mentors, Journals are helpful for reviewing notes that another mentor jotted down after speaking with an entrepreneur. The new mentor can better prepare for the conversation, be more efficient, and better understand that entrepreneur.

## 7. What if I want to engage a mentor as a formal advisor long-term? Does this help me contractually engage with them?

No, this is simply for one-off or short-term temporary engagements. There is no equity exchange, nor contractual engagement for this commitment. This is advisement only and is free to the entrepreneurs. However if you find a mentor particularly helpful, you can book additional conversations with them based on their availability.

# FAQs

## 8. What languages are supported?

The platform is in English only. It is expected that calls are in English unless you and the mentor decide otherwise. You can specify your language preference and options (if relevant) in your profile.

## 9. How are mentors matched?

You can browse our catalogue of mentors to book 45-minute conversations. "Match recommendations" are made by the platform based on mentor's profile and entrepreneur's needs. Selected professional areas, conversation topics, and your profile information will help the matching technology work well.

## 10. What happens if I need to reschedule a conversation?

If you need to reschedule a booked conversation, email your mentor as soon as possible. Your conversation confirmation and reminder emails both include links to privately message each other and to reschedule your conversation once a new time is confirmed. We do not directly provide personal information unless specifically given permission.

## 11. What happens if the other participant does not attend the conversation?

If the mentor does not join the conversation by five minutes past the scheduled start time of the conversation, feel free to leave. Please send an email note to the mentor to see if they are interested in rescheduling and complete the review to let us know that the other participant did not attend the conversation.

## 12. What platform do we meet on?

Your conversation will take place on the video call service that the mentor has set as their profile (e.g. Zoom, Teams or the in browser video). Once you book a conversation, you will receive a link via email to join the conversation.



# FAQs

## 13. What are credits, and how do they work?

Each credit can be used to book one 45-minute conversation with a mentor. You may use your credits to book conversations with different mentors. If unused, your credits will expire at the rate of one per month. You can view your credit balance on your profile page. If you run out of credits, you can email us [here](#) to get more credits. Please ensure you have completed all of your reviews before requesting more credits.

## 14. Who are the Dell Entrepreneur Mentoring Mentors?

Mentees will have access to a range of mentors from Dell Technologies, our strategic partners, and seasoned entrepreneurs who can advise on a variety of topics that are crucial for growth. Mentors will vary in subject expertise and seniority.



# How-to

# How to Sign Up

**DELL**Technologies Entrepreneur Mentoring [FAQs](#) [Sign in](#)

## Set your password

Password  
Password must be at least 8 characters

Password confirmation

[Set My Password](#)

[Sign In With Office 365](#)

You will be prompted to create a password.

# How to Sign Up: Create Your Profile

## Complete your profile

Company or business name

Founder Buddies

What stage is your business in?

Pre-funding

Current position

Founder

Please provide a brief overview of your business

Founder Buddies is a program for female entrepreneurs to connect with likeminded women. Our platform connects founders each month based on common objectives to share knowledge. Founders are connected with the right people at the right time to build mutually beneficial relationships throughout the program. Each Founder Buddies Cohort will be 4 months and will include monthly 1:1 connections as well as group learning sessions.

Copy and paste your LinkedIn URL (optional)

<https://www.linkedin.com/in/amandadforal/>

Upload profile photo (4MB maximum)

CHOOSE FILE

Amanda&Sona\_2022\_2.jpeg

Next

Add in your profile details to allow mentors to get to know a bit about you and your company before your scheduled conversation.

Only mentors that you schedule conversations with can view this information.

# How to Sign Up: Contact Info

## Contact info

We'll email you conversation info and calendar invites. If you'd like we can also text you. Your contact details are *never* shared with other conversation participants.

First name

Amanda

Last name

Fornal

Personal Pronouns (e.g. she/her. Leave blank for none)

Email

amanda@hypatialeadership.com

Mobile phone number (optional, for reminder texts)

US/Canada (+1)

Verify

Location

Time zone

(GMT-08:00) Pacific Time (US & Canada)

**Text notification options** (You'll also get an email reminder 24 hours before each conversation.)

One hour before my  
conversations.

One day before my  
conversations.

For other important updates

[Back](#)

Next

Need help? [Contact us](#).

We do not directly provide your personal information to anyone unless you specifically give permission.

This will be used for calendar invites and information about your conversations.

# How to Sign Up: Mentoring Goal

**Welcome Amanda**

PROFILE ✓ CONTACT ✓ GOALS 3 INTERESTS 4

## Your Entrepreneur Mentoring goal

Please take a moment to describe the business you are building, and the challenges or ideas you plan to discuss with our mentors! We highly recommend sharing the following:

- A link to a pitch deck where the Mentor can review 1 - 5 slides about the business problem you are solving.

When you book a conversation, this goal will be shared with your Mentor and will help them be as prepared as possible for your conversation. You can edit this later from the menu at the top right.

Goal

[Back](#) [Next](#)

Your Entrepreneur Mentoring Goal will help mentors prepare for your conversation. In this section you can provide a link to your website, a pitch deck or business plan if you have one.

# How to Sign Up: Interests

Welcome Amanda

PROFILE CONTACT GOALS INTERESTS

## Interests

I'd like to meet Mentors with expertise in the following areas:

**Professional Areas**

- Accounting and Finance
- Business Strategy
- Customer Service
- Human Resources
- Legal
- Manufacturing
- Marketing
- Operations and Logistics
- Product Development
- Sales
- Supply Chain and Logistics
- Technology

**Conversation Topics**

- Branding and Storytelling
- Decision Making
- Environmental & Social Impact
- Fundraising and Pitching
- Handling Highs and Lows
- Hiring New Teams
- Influencing Others
- Leadership
- Presenting and Public Speaking
- Productivity
- Scaling your Business
- Strategic Thinking
- Women in Entrepreneurship
- Working Parents
- Work-Life Balance

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The Professional Areas and Conversation Topics that you select will be used to assist in matching, and will be visible to the mentors when they view your profile.

# Getting Started

## Amanda Fornal

### Thank you for completing your profile.

You can view and edit your profile at any time by selecting it from the navigation menu. Your profile includes your mentor credit balance as well as any upcoming and past mentor conversations.

Entrepreneur Mentoring is dedicated to helping you benefit from mentorship to become the best leader you can be. We have curated a world-class network of industry mentors ready to help you develop your leadership capabilities and achieve your potential.

You may search mentors by area of expertise and view their profiles before scheduling a 1:1 mentoring conversation via phone or video. Each credit is good for one conversation, and we encourage you to book conversations with multiple mentors.

Conversations are conducted either via phone dial-in or browser-based video conference. Video requires your device to have a camera and a strong internet connection. We support Most modern browsers (e.g. any browser but Internet Explorer).

We strongly recommend that you setup your video camera now, so you will be ready for your first conversation.

A

Setup Video

B

Then, [book your first conversation!](#)

Need help? [Contact us.](#)

Once your profile is created you can:

A. Setup Video

B. Book your first conversation

# Getting Started: My Profile



Amanda Fornal

Founder • Pre-funding • Founder Buddies [edit](#)

## Upcoming Conversations

You have no upcoming conversations.

## About Me and My Business [edit](#)

Founder Buddies is a program for female entrepreneurs to connect with likeminded women. Our platform connects founders each month based on common objectives to share knowledge. Founders are connected with the right people at the right time to build mutually beneficial relationships throughout the program. Each Founder Buddies Cohort will be 4 months and will include monthly 1:1 connections as well as group learning sessions.

I have 20+ years of experience as a technology professional and business consultant. I am a director or an early stage accelerator and a startup advisor. While taking my executive coaching certification, I studied "What can help more female tech founders succeed?". From my interviews and research, Founder Buddies was born.

## Interests [edit](#)

Women in Entrepreneurship

[LinkedIn](#)

## Past Conversations

You have no past conversations.

## Available Credits



You have 3 credits available.

[Book A Conversation Now](#)

## My goal [edit](#)

Founder Buddies (<https://www.founderbuddies.com/>) has a mission is help more female founders succeed.

I would like guidance on the best timing to launch the first cohort as well as ideas on how to keep the program self-sustaining.

## My Journal

Only visible to you and those you book conversations with

Add to your journal here



[Add Journal Entry](#)

You can update your profile at any time.

From here you can:

- A. Book a Conversation
- B. Add Journal Entry: This information is visible to you and any mentor that you book a conversation with.



# Book a Conversation: Search









Business Strategy ✕ Technology ✕ Presenting & Pitching ✕ Strategic Thinking ✕ Women in Entrepreneurship ✕

**Professional Areas**

- Accounting and Finance
- Business Operations
- Business Strategy
- Customer Relationship Management
- Human Resources
- Legal
- Manufacturing
- Marketing
- Product Development & Engineering
- Sales
- Supply Chain and Logistics
- Technology

**Conversation Topics**

- Branding and Storytelling
- Decision Making
- Environmental & Social Impact
- Fundraising
- Handling Highs and Lows
- Hiring New Teams
- Influencing Others
- Leadership
- Presenting & Pitching
- Productivity
- Scaling your Business
- Strategic Thinking
- Women in Entrepreneurship
- Working Parents
- Work-Life Balance

	<b>Amanda Fornal</b> Business Consultant / Startup Advisor Global	<a href="#">Learn More</a>
	<b>Sonal Dixit</b> Ecommerce Strategy Manager Austin, Texas	<a href="#">Learn More</a>
	<b>Steven Lazer</b> Healthcare & Life Sciences CTO USA	<a href="#">Learn More</a>
	<b>Venus Quates</b> President & CEO • she/her Huntsville, AL	<a href="#">Learn More</a>
	<b>Sophia Ononye</b> Founder and CEO, The Sophia Consulting Fir, Irvine, CA	<a href="#">Learn More</a>
	<b>Gina Cano</b> Senior Director, Strategic Business Development - Dell Technologies • she/her Pflugerville, TX	<a href="#">Learn More</a>
	<b>Luzmar Carrillo</b> Technical Advisor • she/her Panama	<a href="#">Learn More</a>
	<b>Alona Kremko</b> Presales Systems Engineer with CSG California, USA	<a href="#">Learn More</a>

When looking for a mentor you can filter by **Professional Areas** as well as **Conversation Topics**.

You can click on “**Learn More**” to review the mentor’s profile before deciding on who is a good fit for you.

# Book a Conversation



Amanda Fornal

Business Consultant / Startup Advisor  
Global

Book Now

## Professional Areas

Business Operations  
Business Strategy  
Customer Relationship Management  
Technology

## Conversation Topics

Decision Making  
Leadership  
Presenting & Pitching  
Productivity  
Strategic Thinking  
Women in Entrepreneurship

## Years in industry

25

[LinkedIn](#)

## Experience and accomplishments

Amanda has 20+ years of experience as a technology professional and business consultant. She has diverse industry experience implementing software, optimizing processes, and executing change management strategies. She is also a startup advisor, board member, executive coach, director at an early stage startup accelerator, and the founder of Women in Exploration. She is happy to chat about most things and is especially interested in generative AI, scuba diving, veganism, sustainability, photography, travel, advancing women in STEM, and companies that are working to make the world a better place.

## Approach to mentoring

My mentoring approach involves fostering critical thinking, innovation, and creativity. I offer honest and thoughtful advice tailored to the unique needs of each entrepreneur.

I am happy to provide guidance on a variety of topics: business strategy, the startup journey, managing expectations, technology development, competitive analysis, defining your problem statement, resilience, etc.

## Best Advice Ever

From the mentor's profile, you can view their availability by clicking "**Book Now**" and a popup will show you the dates that the mentor is available for conversations.

## Book a conversation with Amanda



When?

Sun, Jun 18

Tues, Jun 20

Sun, Jun 25

Tues, Jun 27

Sun, Jul 9

Tues, Jul 11

# Book a Conversation: Select a Date & Time

1. Select a Date
2. Select a Time
3. Define your goal for the conversation
4. Click "Book this Conversation"

Book a conversation with Amanda

When?

Sun, Jun 18	Tues, Jun 20	Sun, Jun 25	Tues, Jun 27
Sun, Jul 9	Tues, Jul 11		

What time?

8:00 PM	8:30 PM
---------	---------

All times are in the Eastern Time (US & Canada) time zone.

1

2

Book a conversation with Amanda

Review and confirm

Conversation with Amanda - 1 credit

Sunday, June 18, 2023 [\(Change\)](#)

8:00 PM - 8:30 PM Eastern Time (US & Canada) [\(Change\)](#)

What's your goal for your conversation with Amanda?

Founder Buddies (<https://www.founderbuddies.com/>) has a mission is help more female founders succeed.

I would like guidance on the best timing to launch the first cohort as well as ideas on how to keep the program self-sustaining.



3

**BOOK THIS CONVERSATION**


4

# Book a Conversation: Confirmation

Book a conversation with Amanda ✕

 ..... 

You're all set!



Your Entrepreneur Mentoring conversation with Amanda Fornal is confirmed.  
Your conversation will take place on **Sunday, June 18, 2023** at **8:00 PM** Eastern Time (US & Canada)

You will receive a confirmation email with calendar invite shortly.

Once your conversation is booked, you will see a confirmation on the page.

You will also receive a calendar invite via email with directions on how to log into the conversation.

# Provide Feedback on Your Conversation

We hope you enjoyed your conversation with Amanda.

Please take a moment to provide some **private** feedback. Amanda will not see your responses.

What were the one or two main topics of your conversation? \*

Was your conversation with Amanda applicable and helpful? \*

(5 = Very applicable, 1 = Not applicable)



Would you recommend Dell Technologies Mentor Network to a fellow entrepreneur? \*

(10 = Highly recommended, 1 = Not recommended)

Please provide any positive or constructive feedback you may have on the Dell Technologies Mentor Network program

May we use your response, anonymously, for marketing efforts?

Save

When you complete a conversation you will be asked to provide a rating on the conversation and the your mentor.

Your feedback helps us learn. These are important, please take them seriously and provide honest thoughtful feedback.

Your ratings are private and confidential and will not be shared with the mentor.

Thanks!