

Development of a web-based toolkit to support the WBS-Entrepreneurship Mentoring Community

Introduction: *The WBS Entrepreneur Mentoring Initiative exists to support startup companies that involve WBS alumni in their early stages of development. It is a goodwill initiative whose mentors are also WBS Alumni, and is part of WBS' programme of corporate and social responsibility. It is managed by a Steering Committee headed by Steve Martin, Rob England, Rebecca Smart, with some administrative support by the WBS Alumni office.*

Main objective(s) of project:

- *Create an online modular training 'toolkit' to assist Mentors in their support for Entrepreneur Mentees (building on WBS Core Mentoring Toolkit)*
- *Toolkit to include content relevant to Entrepreneur Mentees during their business planning and startup phase (incorporating WBS-EN workshop materials)*

Key tasks:

- *Requirements elicitation interviews with Entrepreneur Mentors, Mentees and WBS-EN Steering Committee members. Become familiar with the programme, and identify a differentiated niche role and identity for the site.*
- *Research to identify and access 'world class' materials of relevance & interest to the WBS-EN Mentoring Community (mentors & mentees)*
- *Design the website; optimise website design e.g. to ensure key content no more than 2 'clicks' from Home page and facilitate addition of new material/updates*
- *Build website, load content to meet specified needs*
- *Learn from experience of setting up WBS Core Mentoring Toolkit (contact Daryl Rush)*
- *Frequent interaction/updates with WBS-EN Steering Committee*
- *Present the toolkit development process/key deliverables/recommendations to London Chamber of Commerce and Industry / Commercial Education Trust (provides funding for this initiative).*

Key outputs/deliverables:

- *Define the needs of the WBS-'EN' Mentoring Community*
- *Identify and access relevant offerings to be uploaded to WBS-EN Mentoring Toolkit (eg video; webcasts; spreadsheets; models; presentations; literature; weblinks)*
- *Launch online toolkit to WBS-EN Mentoring Community by the end of 2011*
- *Map the toolkit development process and make recommendations for its further development*

Desirable student skills/characteristics:

- *Interest in the provision of training and support materials for Entrepreneurs*
- *Able to identify and access 'world class' materials of relevance & interest to the EN community*
- *Computer literate with experience of website development*
- *Strong interpersonal skills*
- *Presentation skills*
- *Desire and capacity to front-load the work to enable initial deployment by December 2011, earlier than the normal CBS project timescale.*
- *Sharing the goodwill philosophy of the venture.*

General comments:

- *Please refer to additional documentation describing the origins and strategic importance of the WBS-EN initiative accessible at: <http://www.wbs.ac.uk/news/features/2011/03/22/WBS/initiatives/aim>; compare related but separate scheme: <http://www.wbs.ac.uk/alumni/mentoring.cfm>*
- *WBS plans to allow other institutions to be given an overview of the processes developed and lessons learned during the pilot phase of the WBS Entrepreneur Mentoring Initiative. Thus a relatively 'open' approach is appropriate, including support for popular browsers and perhaps using open source products.*
- *This is a prototype but should be designed for serious use and with a view to full deployment, and a professional approach is required.*
- *The project will be campus-based.*
- *Expenses are available for reasonable approved travel or resources.*