



SELECT GLOBAL WOMEN

IN TECH



Mentorship Network
2024 Cohort Handbook



2024

June 23 - 26

SELECTUSA® INVESTMENT SUMMIT

10



SGWIT Mentorship Network Handbook: 2024 Cohort

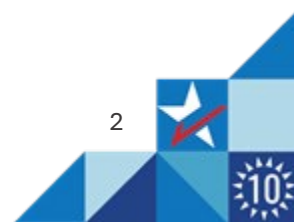
Welcome

Welcome to the SelectUSA Select Global Women in Tech (SGWIT) Mentorship Network! We are glad you are here.

We hope this guide will help you get a deeper understanding of the program.

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Channels for Communication and Connection

During the program, SelectUSA will share information with you via two primary communication channels: directly to your email, and through *Together*, our mentoring platform.

Key program updates and events will be shared via our SGWIT newsletter, which will go out approximately once a month. *Together* will be your primary source for tools/resources from SelectUSA (via *Resources*).

See below for a summary of these communication channels and spaces for connection, and you'll find more information about *Together* throughout this guide.

***Together* Platform**

- Automated emails on a workflow designed by the *Together* platform to trigger based on user actions
 - Including reminders about upcoming sessions and follow-up from recent sessions
- Agendas
 - Agendas are fully customizable, and we have provided some templates based on mentoring content available through the *Together* platform
- Tasks (One-on-One Mentoring Only)
 - We may on occasion update this list with outstanding
- Resources



Email

- **SGWIT Newsletter (~Monthly)**
 - Notifications about Upcoming Virtual Events and Programming
 - Spotlights on U.S. Expansion and Investment Basics topics/resources to consider as you go through this mentorship journey
 - Programmatic Updates
 - Reminders for Mentors/Mentees
- **Occasional One-off Communications**





Cohort Timeline and Virtual Programming Overview

Cohort Timeline

Overall Program Dates

- **Kick-off:** June 2024
- **Matching Ends:** July 12, 2024
- **Official Program End:** May 31, 2025

One-on-One Mentoring

- Conduct mentorship meetings: **~Every other month**
 - Each mentorship pairing can determine their own cadence for meetings.
 - *Together* will send meeting reminders approximately every other month.
 - Mentors/mentees in the one-on-one program **commit** to at least **6 meetings** over the year-long program.

Group Mentoring

- Connect with your pod: **As needed**
 - Mentors/mentees in the group mentoring program have **no fixed meeting commitment**.
 - *Together* will send topic suggestions for your consideration on best practices, resources, and tips you may share with your pod which will go out **approximately every other month**.

Virtual Programming Overview

Throughout the cohort, SelectUSA will offer virtual programming to offer you additional opportunities for learning and networking. As additional details emerge, we will notify you via the SGWIT Newsletter about topics and the agenda for each session.

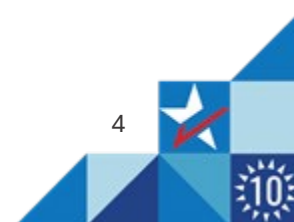
Generally, each session will be 90 minutes long, including ~30 minutes of virtual networking and ~60 minutes of content.

Since this is a global program, sessions will either be offered twice, or, recorded so those who cannot participate in real time can still engage with the content of the session. Recordings will be shared exclusively on *Together*.

Sample Topics:

- | | |
|--|--|
| • U.S. Expansion Basics | • Branding/Marketing for the U.S. Market |
| • U.S. Government Resources for Women in Tech | • Identifying a Target Audience in the U.S. Market |
| • Using Data-Driven Insights to Support U.S. Expansion | • Pitching and Access to Funding |

SGWIT Mentors who are interested in collaborating with SelectUSA on webinars, virtual workshops, or other virtual programming, are welcome to reach out.





Resources Overview: The *Together* Platform

Most of the activities of the Mentorship Network will take place using our networking and matchmaking platform, *Together*.

Together includes a number of resources available for your reference that we encourage you to explore. The Resources area in *Together* will be continually updated throughout the cohort as new materials become available.

The below list¹ highlights some of the materials available to you. There is only **1 resource material** you must review: **Program Goals and Guidelines**. See below for more information.

MUST READ: SGWIT Program Goals and Guidelines

- This document summarizes the SGWIT Mentorship Network program goals and offers guidelines to help guide meetings/interactions.
- The **One-on-One Mentoring** and the **Group Mentoring** each have their own version of this document.
- It is meant to assist with the co-creation of your unique mentorship journey, which you tailor to meet the needs and preferences of you and your mentor/mentee match (“your match”) or pod.
- The parameters you agree to are between you and your match/pod.
- This document serves as a resource for things to consider as you establish your own norms.
- **All participants should review this document early in the program.**

Below, please find a list of all the additional materials available on the *Together* platform. You can consult these as needed, but are not required to review them. Throughout the program, the SGWIT Newsletter may spotlight various resources to encourage you to consider them as you are moving along your U.S. expansion journey.

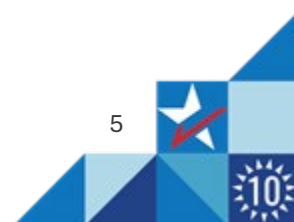
SelectUSA Resources

- SGWIT Mentor Orientation Recording
- International Portfolio Map
- SelectUSA Webinar Recordings
- SelectUSA Report: Accelerating Support for Startups in the United States
- Pitching Tips for SelectUSA Pitching Sessions
- SelectUSA Report: Case Study on Women in Tech
- Directories and Data Tools
- Industry Snapshots
- SelectUSA Fact Sheets
- SelectUSA – Investor Guide
- SelectUSA Services Overview (Recording)

SelectUSA Investment Summit

- Agenda Recommendations for Mentees
- Agenda Recommendations for Mentors
- Investment Summit Archives

¹ Based on what is available as of June 2024





Social Media Guide and Ready-to-Post Graphics

- Social Media/LinkedIn Guide for Mentors (Optional)
- Social Media Toolkit
- Ready-to-Post Social Media Graphics

Mentee Resources

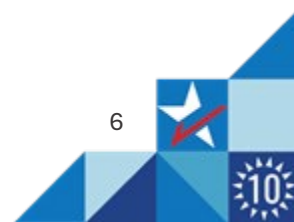
- 29 Questions To Ask Your Mentor In Your Next Meeting
- Questions to ask your mentor
- Characteristics of a Good Mentee
- Mentee Course
- Together Mentee Handbook
 - NOTE: This material is developed by Together and has not been modified or tailored for the Select Global Women in Tech Mentorship Network. Not all content will be perfectly relevant to your experience, but some of this resource may be useful as you prepare for

Mentor Resources

- How to Be a Career-Changing Mentor — 25 Tips From The Best Mentors We Know
- Being a Good Mentor
- Great Mentors Focus on the Whole Person, Not Just Their Career
- Reskilling and the Role of Mentors
- 6 Things Every Mentor Should Do
- Eight Essential Rules For First-Time Mentors
- How to Be an Amazing Mentor: 12 Ways to Make a Positive Impact on Others
- What the Best Mentors Do
- Inspirational mentoring: Mentorship that matters
- Mentor Handbook
 - NOTE: This material is developed by Together and has not been modified or tailored for the Select Global Women in Tech Mentorship Network. Not all content will be perfectly relevant to your experience, but some of this resource may be useful as you prepare for your mentorship journey.
- Mentor Course

Top Learning Resources

- Webinar: How to Be a Great Mentor / Mentee
- Tips for setting and achieving mentoring goals
- How to Build a Successful Mentor Relationship
- 4 Phases Of A Mentoring Relationship
- Mentoring – The First Meeting
- Getting the Most Out of a Mentoring Relationship
- The Mentoring Relationship
- What is the Purpose of Mentoring?
- Develop Leadership Skills with a Mentor



The SGWIT Mentorship Network

The Role of the Mentee

This is a **mentee-driven experience**, and your success is our shared goal.

In addition to your mentor, SelectUSA's HQ team and the U.S. and Foreign Commercial Service are available to assist you and support your expansion journey. If you are not familiar with SelectUSA's services, an overview is available in the Resources area of *Together*.

When the Mentorship Network ends (in May 2025), your primary point of contact at SelectUSA will transition to the SelectUSA Senior Investment Specialist (Portfolio Manager) who handles your market. If you are not already in touch with your in-market foreign commercial specialist, we are also glad to make those connections and ensure you continue to receive the support you need.

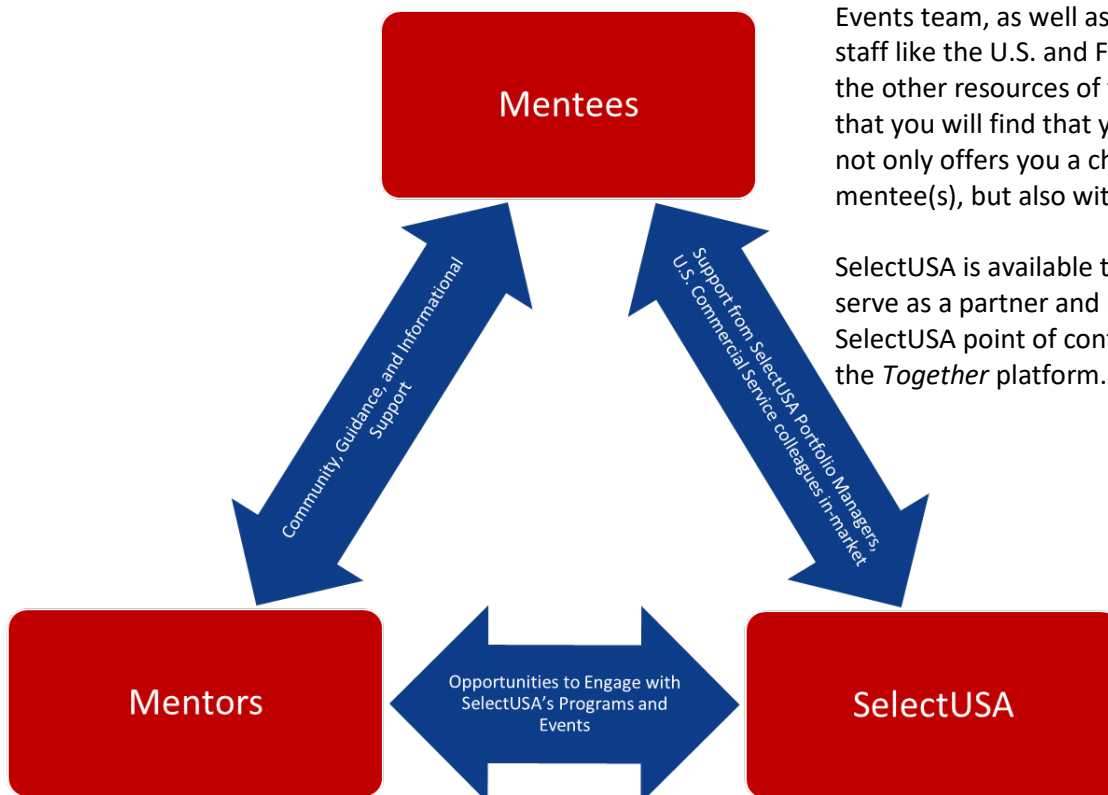
The Role of the Mentor

We so appreciate you donating your time and expertise to serve as a mentor. We look forward to working with you.

As a mentor in the Select Global Women in Tech Mentorship Network, you will be a sounding board and offer suggestions to help your mentee(s) overcome the challenges they face in scaling, promoting, fundraising, and generally establishing their business in the United States. You will work with your mentee to build new skills, make new contacts, ignite new ideas, achieve their goals, and reinvigorate their work.

You are part of an ecosystem of resources supporting foreign investors entering the U.S. market. This includes SelectUSA's team, including Investment Specialists/Portfolio Managers and the Programs and Events team, as well as other Department of Commerce staff like the U.S. and Foreign Commercial service, and the other resources of the U.S. government. We hope that you will find that your experience in this program not only offers you a chance to connect with your mentee(s), but also with your mentor peers.

SelectUSA is available to support you along the way and serve as a partner and resource. The most up-to-date SelectUSA point of contact will be available for you on the *Together* platform.





Matching Guidance and Information

To be matched, all SGWIT Mentorship Network **participants must join our mentorship platform, *Together*.**

You must **create an account**, **update your profile information** (which will be pre-loaded based on the information provided in your application), and **provide additional information** to support the matching process which utilizes *Together's* matching algorithm to help maximize the effectiveness of mentorship matches.

Once the Mentorship Network officially kicks off, *Together* will be the primary platform for mentees and mentors to use throughout the year-long program.

All mentees receive **access to experienced mentor(s)** from the U.S. startup ecosystem as an **informational resource** on challenges in scaling, promoting, fundraising, and establishing a business in the United States.

As you may recall from the application process, the 2024 cohort will feature both Group and One-on-One Mentoring. **Your invitation to join the *Together* platform will indicate if you are joining the Group or the One-on-One program.**

Group Mentoring

Participants in the **group mentoring** program will be grouped into **pods** with *up to* 3 mentors and *up to* 3 mentees per mentor for group mentoring and informational support on an **as needed** basis throughout the year-long program. SelectUSA will use *Together's* matching algorithm to assist in pod assignments, with mentee needs/mentor specialties and industry-alignment being the most highly weighted factors.

Mentees in this program are encouraged to use your time onsite at the Investment Summit to meet others in your pod and begin establishing the foundation for your relationship.

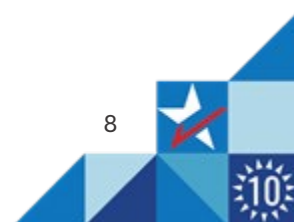
SelectUSA will **confirm** group mentoring **assignments during the Investment Summit.**

One-on-One Mentoring

Participants in the **one-on-one mentoring** program will be matched to a mentor with a commitment to **meet at least six times** over the yearlong program.

Mentees in this program are encouraged to use your time onsite at the Investment Summit to meet as many mentors as possible and connect with the SGWIT program team to help navigate the matching process on the *Together* platform.

All mentees in the one-on-one program should begin the matching process onsite during the upcoming SelectUSA Investment Summit. By visiting the **SGWIT booth in the [Exhibition Hall](#)** on either **Tuesday, June 25** or **Wednesday, June 26**, mentees in this program will:

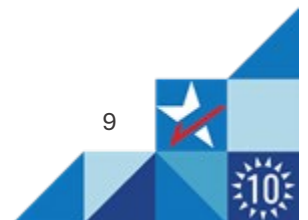




- Review mentor recommendations from *Together's* matching algorithm program, and either:
 - Request a direct match to a mentor you met while onsite, or
 - Request a recommended match through the *Together* matching process.
- Note that not all mentors will be onsite at the Investment Summit, so consulting the platform's recommendations is the best way to ensure you are considering all your available options.
- To ensure that both mentees and mentors are aligned in establishing a one-on-one mentorship match, mentors have the discretion to either accept or deny requested matches in the one-on-one program.
- **The matching process will officially close on Wednesday, July 12.**

Matches are made based on finding the **best fit to meet mentee needs**, which means that some SGWIT mentors in the one-on-one program may not receive a match.

Unmatched mentors are a valued part of the SGWIT Mentorship Network and will continue to be part of *Together* and virtual programming. If a mentor in the one-on-one program is not matched, SelectUSA will offer the option to join a group mentoring pod, or remain unmatched and support the community through other programming and virtual events.



One-On-One Program Resources

Matching Worksheet for Mentees

We invite you to reflect thoughtfully as you develop your Together profile, make changes as needed, and connect with us to review your recommended matches.

Brainstorming about your Goals

Think about 2-3 goals you have for your company, your company's U.S. expansion, and for yourself as an entrepreneur in this program. Consider your goals in the context of the needs you identified on your application.

Matching the needs you identify to the specialties of our mentors is **the most highly weighted item** in the matching process, so consider them carefully and select only those most relevant to your goals.

If you want assistance with setting up your initial goals, consult *Together's* [resource on goal setting](#).

If you'd like to change the needs you identified on your application, we can help!

Consider the Importance of Industry Expertise

For some mentees, having a mentor who understands your industry is critical, while for others, your goals may be more aligned to the particular areas you need support on.

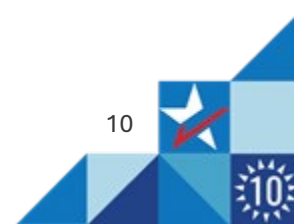
Consider the value of industry expertise against your needs and the goals you've started to brainstorm.

We cannot guarantee that we will have mentors from every industry subsector, so we encourage you to think about goals for your mentorship experience that you can achieve with or without a mentor who has industry expertise.

Is being matched to an industry expert important for your ability to meet the goals you've set in this program? If so, share that with us when you request your match, so we can do our best to match you to the closest fit.

This section is particularly important for anyone who selected "Other Industry" on their application, because the matching algorithm will match "Other Industry" to "Other Industry." If industry alignment is of particular importance to you, we'll want to spend a little extra time on this during your match.

Industry alignment is the second most highly weighted factor in the matching algorithm, so it's important to reflect thoughtfully on how you submit this question.





Reflect on the kind of Mentor you are seeking

As you consider your goals and needs, think about the mentor you are seeking. Do they represent a particular organization type (Service Provider, Tech Entrepreneur, representative of the U.S. startup ecosystem (e.g. investor, accelerator, or incubator), etc.)? Do they have a particular expertise you need support on?

In your registration for the *Together* platform you indicated some values you were looking for in your mentorship journey, as well as identifying some factors about your ideal mentorship relationship and your program expectations. If you want to review or make changes to those selections, now is the time.

Some of these factors will be considered by the matching algorithm (though **not heavily weighted**), while others may only be shown as your profile to help prospective matches get a sense of your preferences.

Additional Information

Some additional factors that are taken into consideration in the matching algorithm are your business stage, your fundraising stage, and your U.S. expansion stage. These factors are not heavily weighted, but are taken into consideration since some mentors have expertise that aligns better to some stages over others.

For those in the one-one-program, we during the registration process for the *Together* platform, you were also invited to identify professional challenges you are seeking support on (mentees) and can provide support with (mentors). This is another factor that is not strongly weighted in the matching algorithm, but is available to help find a good fit for mentorship network participants.



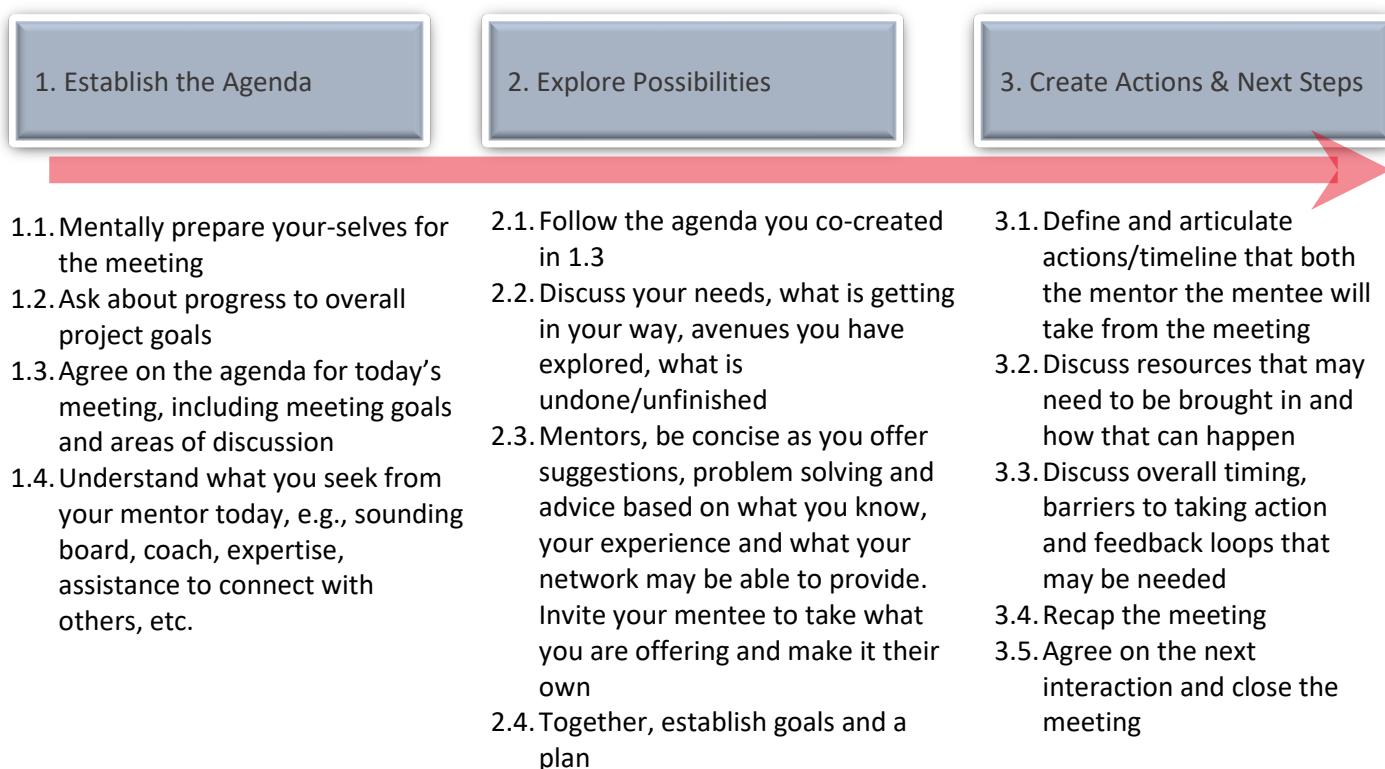
Mentoring Conversations²

A mentoring conversation is structured **two-way** interaction with an action-forward stance. Pay attention to both the content of the conversation and the **relationship** you are creating with your mentorship match. Your meetings are guided by clear and open communication and a commitment to your relationship throughout the mentoring period. In the interactions with your mentorship match, you may engage in coaching, thought partnership, problem-solving, advice-giving, and creating a link to resources.

This is a **mentee-driven relationship**, so **mentees** should set the agenda for mentorship meetings.

During meetings, mentors should be sure to invite mentees time to reflect, take in suggestions, determine what will work for them and what will stretch them, and create a solution with a path forward of their own making.

A Sample Structured Mentoring Conversation



² Content provided by Clear Intent Strategy, Inc.



External Resources

- [SGWIT Mentorship Platform, *Together*](#)
 - [User Center](#)
- [SelectUSA Website](#)
- [SelectUSA Investment Summit Website](#)

