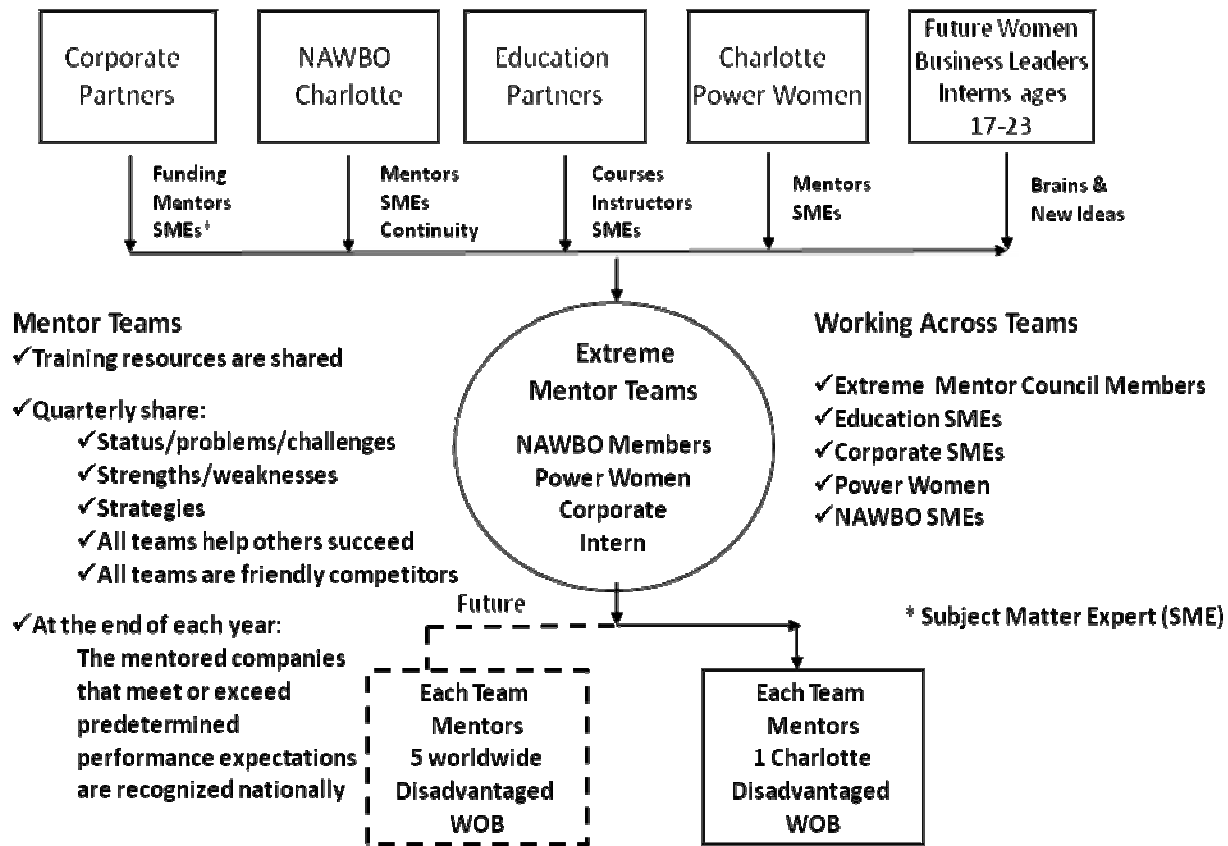




NAWBO Charlotte Extreme Mentor Program

The Extreme Mentor program is a NAWBO Charlotte outreach initiative to help the underserved and/or underprivileged women owned business in Charlotte and world-wide achieve unprecedented success. The program integrates academic training with practical real-world subject matter expertise from the NAWBO member base, corporate partners, Charlotte power women and selected interns. Each mentor team is composed of 8-10 members with a cross-section of expertise from different functional areas and levels of experience. The following chart depicts the mentor team structure.



The selected companies will be mentored for one year, January-to-January. The following year, the mentored companies may join one of the mentor teams to assist in the mentor process for new companies. The Extreme mentor teams will meet each month at a designated Charlotte location. The monthly meetings, scheduled on 3rd Thursday of each month, will include ‘open’ training sessions that will be available to all NAWBO members and the Charlotte business community at large and closed break-out working sessions where the mentor teams work with subject matter experts to advance the state of their businesses. The mentor teams are encouraged to meet outside the scheduled meetings to do what it takes to make the mentored company a success. The results of the Extreme Mentor program are reported to the corporate sponsors each quarter and annually.



NAWBO Charlotte Extreme Mentor Program– Now Success Means SUCCESS!

The program has been aligned the Small Business Administration’s (SBA) “The Reasons for Business Success” and structured as follows:

- January: Business Plan (part 1)
- February: Business Plan (part 2)
- March: Financial planning & Budgeting Essentials (part 1) & Quarterly Report
- April: Financial planning & Budgeting Essentials (part 2)
- May: Market and Customer Assessment
- June: Competitive Assessment & Quarterly Report
- July: Marketing Strategy
- August: Extreme evaluation – Closed Session
- September: Leadership Skills
- October: Communication Skills
- November: Automated Tools to Streamline the Business Process
- December: Revenue & Taxes
- January: Annual Report

Sessions are held monthly from 4:00-8:30pm on the first Thursday of the month in a central location in Charlotte

As a busy business owner – what’s in it for you?

The members involved in the program build strong businesses alliances within NAWBO and the community and strengthen their own wealth creating capacity. In the process of coming together to strengthen the underserved, you participate in the education programs and have the opportunity to work with subject matter experts and gain critical business success insights to develop/refine your own:

- ✓ Operating goals and objectives
- ✓ Success criteria
- ✓ Competitive analysis and the strengths and weaknesses of your offerings
- ✓ Target market - and clarify who is the target customer and what are they willing to pay
- ✓ Marketing programs and how to bring a product and/or service to market
- ✓ Financial plans and projections & cash flow analysis
- ✓ Leadership, communications and management skills
- ✓ Ability to leverage your network to increase business

Our hope is that everyone involved in the program is measurably more successful. If you are interested in participating in the mentor program please complete and submit the electronic Extreme Mentor application to Susan Ehrman. Space is limited and **applications must be submitted by November 3rd 2008** .If you have questions please contact one of the Extreme Mentor Council Members.

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NAWBO Charlotte Extreme Mentor Application

Name:

Name of Business:

Years in Business:

Specialty:

Experience in teaching/speaking/facilitating:

Why do you want to be part of Extreme Mentoring Program:

Commitment level:

What do you bring to the table?

What experience do you have in this particular area:

How do you define success?

Describe a mentoring job in which you have been involved:

What area of business commands your passion, even if not ranked?



Extreme Mentor Evaluation Checklist

Mentor Requirements	*Rank	Notes
On a scale of 1-5, rank your expertise in		
Business Plan Development & Strategy		
Acquiring Business Funding		
Ability to set operating goals and objectives		
Ability to quantify and measure goals and objectives		
Financial Planning		
✓ Revenue/cost projections/ budgets		
✓ Accounts receivable		
✓ Accounts payable		
✓ Cash Flow		
Market Assessment		
✓ What are the trends		
✓ What are the opportunities and threats		
Competitive Assessments		
✓ Who are the competitors		
✓ Competitors strengths and weaknesses		
Leadership & Communications		

*** Rank 1-5 scale: 1 = Draining, 2 = Somewhat natural, 3 = Natural, 4 = Energizing, 5= Can't get enough - love it**