

Mentor Onboarding Process

1. Mentor Information Submission & Initial Review
 - Mentors start by submitting their profiles through a digital platform (e.g. [JotForm Link: https://www.jotform.com/form/242843406593057](https://www.jotform.com/form/242843406593057)). The form captures:
 - Core expertise, sectors of experience, areas of interest and commitment.
 - Preferred mentoring style (guidance, hands-on involvement, or a hybrid).
 - Availability (e.g., 4, 8, 15-20 hours per month).
2. Introductory Meeting with the SINE Team
 - The SINE team will review submissions to assess alignment with SINE startup portfolio requirements. Selected mentors profiles will engage in a one-on-one introductory meeting (virtual or in-person) with the SINE team to:
 - Discuss in detail their expertise, sector knowledge, and mentoring preferences.
 - Previous Experience with startup, incubator association.
 - Align expectations on time commitment, engagement style, and role (advisor, consultant, hands-on contributor, mentor in residence).
 - Match with relevant startups and further connection with startups for interaction.
 - Mentorship coordinator will coordinate with mentor to ensure smooth workflow.
 - Modes of Engagement may include:
 - Strategic Advisor: Providing high-level guidance on business strategy, market positioning, GTM, product validation, market entry, go-to-market strategy, client connections, fundraising preparation, pilot opportunity connections, strategic planning and scaling, pricing strategies, growth, regulatory compliance, supply chain development, operational expertise, branding and marketing, sales leadership, pricing, operation, HR and operation and scaling.
 - Technical Consultant: Offering specific technical or product-related advice.
 - Hands-on Mentor: Actively participating in project execution or operational tasks alongside the startup.
 - Deep engagement with startups in specific areas, 6-12 months association.
3. Customized Engagement Plan & Time Commitment
 - The engagement model is tailored to mentor preferences and the needs of the startup, with flexible options:
 - Time commitment: Mentors can choose to commit to different schedules (e.g. 4,8, 15-20 hours per month) based on their availability and level of involvement.
 - Engagement type: Varies from providing one-time guidance to long-term hands-on involvement in critical areas.

4. Startup-Mentor Matching & Initial Orientation
 - Based on sector alignment and expertise, mentors are matched with 2-4 startups that best align with their skills and interests. The mentorship coordinator will facilitate this connection and arrange for an initial mentor-startup orientation session.
 - The initial few sessions are expected
 - Mentors and startups define their working relationship and set expectations.
 - Roles and responsibilities of both mentor and startup are clearly outlined to ensure a productive partnership.
5. Structured Engagement & Milestone-Driven Interactions
 - Engagements are structured around 3-4 meetings per startup, spread over 30-40 days, ensuring consistent and focused interactions. Every meeting must capture the progress on milestones and focus efforts on achieving specific objectives outlined in initial few meetings (such as product validation, market entry, go-to-market strategy, client connections, fundraising preparation, pilot opportunity connections, strategic planning and scaling, pricing strategies, growth, regulatory compliance, supply chain development, operational expertise, branding and marketing, sales leadership, and financial planning.).
 - Meeting agendas are prepared in advance and shared among SINE team, startup, mentor to ensure targeted discussions, problem-solving, and progress tracking.
 - The mentors are expected to provide actionable insights to address immediate challenges, facilitate problem-solving and decision-making, help startups develop scalable strategies and operational plans.
 - Mentors are expected to discuss the progress with the SINE Team, once in a month.
6. Feedback & Iterative Improvement: The feedback loop allows for iterative improvement of both the mentor's approach and the startup's focus areas. It also informs future mentor engagements or continued involvement with the same startup.
 - After the milestone period, feedback is collected from both mentors and startups to evaluate the success of the engagement through [jot form \(feedback form create\)](#) and discussion with SINE team
7. Long-Term Engagement & Continued Mentorship
 - Mentors demonstrating high value and commitment are invited to join the SINE Edge Platform(which will allow mentors to interact with startups and other relevant stakeholders from the ecosystem).
 - Based on the feedback and success of initial engagements, mentors can:
 - Continue working with the same startups in a longer-term capacity or rotate to new startups.
 - If a mentor/startup feels that the mentor/startup match isn't optimal, they may request a reassignment through the mentorship coordinator.
 - Flexible engagement models ensure that mentors with the right skill sets are paired with startups, fostering a meaningful, impactful, and mutually beneficial mentorship relationship.
8. Compensation & Alignment of Expectations

- Expectation and commitment
 - Role and level of engagement: Advisory vs. hands-on roles, strategic contributions vs. operational involvement.
 - Time commitment: Flexible options ranging from weekly consulting hours to full-time mentorship.
 - Mutual expectations: Clear alignment between the mentor's professional expectations and the needs of the startup.
- Compensation
 - Networking with fellow mentors, investors, and thought leaders.
 - Access to event at SINE
 - Compensation can be monetary (honorarium or fixed fees) or non-monetary (equity in the startup based on mutual agreement, networking opportunities, and access to resources). This will be mutually agreed upon at the start of the engagement.

FAQs

1. **How can I become a mentor at the incubator?**

We welcome industry experts, entrepreneurs, academicians, and professionals who wish to mentor startups. To apply, please fill out our Mentor Registration Form on the website. Our team will review your application, and we will get in touch if there's a good fit.

2. **How can I apply for mentorship support at the incubator?**

SINE incubatees can reach out directly to the mentorship coordinator to join the mentorship program. Grantees from various initiatives can connect with their respective program coordinators to participate. Additionally, innovators, startups, and students are welcome to attend SINE-hosted workshops, events, and expert talk sessions, where they can gain valuable insights and guidance from industry leaders and experts.

3. **Which sectors do mentees/startups/innovators typically belong to?**

Our incubator supports a range of sectors, including technology, healthcare, manufacturing, software, foodtech, Software and SaaS, Finance, Information Technology, Education, Consumer Products, Deep tech, AgTech, PropTech, Entertainment, Green tech,

Sustainability, mobility, energy, biomanufacturing, other, social impact, and more. We match mentors with startups that best align with their expertise.

4. What is the mentorship program's structure?

The mentorship program offers both structured group interactions and personalized one-on-one mentoring. Group sessions may include workshops and cohort-based learning, covering foundational topics applicable to startups across various sectors. These sessions are scheduled in advance, with details provided at least a month beforehand.

For one-on-one mentoring, the program is often milestone-driven, with tailored goals, regular feedback sessions, and periodic evaluations to track progress and address specific needs. This flexible structure ensures startups receive both broad based learning and targeted guidance to accelerate their growth.

5. What kind of mentorship support can startups expect?

Support areas include technical/Product Development, customer discovery, Design for Manufacturing (DFM), GTM, connection for pilot opportunities, Strategic Planning & Scaling, Pricing, Growth, Regulatory/certification, Supply Chain Development, Operations Expertise/Advisor, Branding & Marketing, Sales Leadership, Fundraising & Financial Planning and any other relevant areas, more, tailored to meet the specific needs of each startup.

6. How do you match mentors with startups?

The SINE team conducts regular meetings with startups to assess their evolving needs, challenges, and goals. We identify key areas requiring expert support and work with startups to outline specific objectives. When matching, we carefully consider each startup's unique requirements alongside mentors' experience, expertise, and interests. This approach ensures that mentors with the right skill sets are paired with startups, fostering a meaningful, impactful, and mutually beneficial mentorship relationship.

After an initial round of discussions, both mentor and mentee have the flexibility to decide if they'd like to continue the partnership to ensure the best possible fit. If a startup/mentor feels that the startup/mentor match isn't optimal, they may request a reassignment through the mentorship coordinator.

7. What level of commitment is expected from mentors?

Mentors typically commit a few hours each month, but this may vary depending on your availability and the specific needs of the startups. The time commitment may vary from 4-15 hours/month based on mentors willingness to commit. Mentors may participate

virtually, in person, or through a hybrid approach. Moreover, few physical meetings are preferred for better communication and engagement.

8. Can mentors work with multiple startups?

Yes, mentors can work with multiple startups based on their willingness, commitment and startups interest. We ensure that startups and mentors are matched based on relevance and availability.

9. Can startups work with multiple mentors?

Yes, if beneficial, startups may work with more than one mentor to gain diverse insights and expertise across different business areas.

10. How often should mentors and startups meet?

Mentorship engagements are generally flexible, with durations tailored to each startup's journey and requirements. The frequency of meetings varies, typically ranging from bi-weekly to monthly, based on the mutual needs and schedules of both mentor and startup. Initial mentorship relationships typically last six months but may extend based on mutual agreement.

11. What expectations does the SINE team have from mentors and startups?

Mentors are expected to take an active, hands-on approach to problem-solving, offering insights and guidance in areas such as regulatory and certification support, growth strategies, client connections, and opportunities for global expansion. Consistent communication and reliable availability are crucial to fostering a productive mentorship experience that supports meaningful growth for the startup. Mentors can select from roles such as Strategic Advisor, Technical Consultant, or Hands-on Mentor, depending on their preference and the startup's requirements.

Startups are expected to be proactive, come prepared to mentor meetings, and act on feedback. Regular progress updates are key to maximizing mentorship value.

12. Can mentors/startups switch if the match isn't effective?

Yes, if a mentor feels a different startup may be a better fit, they may request a change by contacting our mentorship coordinator. Similarly, if a startup feels the mentor skill

set/expertise are not aligned with their requirement, the startup can ask for change by contacting our mentorship coordinator.

13. What benefits do mentors receive?

Mentor benefits are tailored to align with each mentor's expectations and contributions, with details discussed in person. Mentors gain the satisfaction of contributing to the growth of promising startups, network with like-minded professionals, and stay connected with the latest trends in innovation and technology. Additionally, we recognize mentor contributions through various channels and provide access to exclusive incubator events and workshops.

14. Do mentors sign non-disclosure agreements?

Yes, mentors sign confidentiality agreements to protect any sensitive information shared during the mentorship.

15. How will mentorship progress be measured?

We use a milestone-based approach, with structured feedback from both mentors and startups, to assess engagement effectiveness and guide iterative improvements.