

Founderfest Mentor Brief

The success of Founderfest, is based on the attitude of the mentors. You are a vital element and it is important that you feel prepared, confident and adaptable. You need to be energetic, enthusiastic and empowering.

What is Founderfest?

Founderfest is a 3-day event designed to Inspire Young Entrepreneurs.

Held in the style of the popular and proven Startup Weekend, the event will also incorporate workshops to build the capability and capacity of the region's young people, who will soon be the leaders in our community, driving industry, innovation and commerce on the Fraser Coast. With the help of local supporters, we are planning to leverage the support the **Advance Queensland Young Starters Initiative** to bring this opportunity to our local community.

Founderfest will be held across the weekend with pitches and team formation on the Friday morning, followed by ideation, product design and development in conjunction with customer validation taking place throughout the following 48 hours. Workshops designed to build the capability of each participant with take place across the weekend, focused on developing essential elements for startup entrepreneurs, based on their entrepreneurial character type of **Hipster, Hacker or Hustler**. The weekend will conclude with a final pitch for each team to a panel of judges and an audience of family, friends and members of the broader community, with prizes awarded to recognize achievements.

What is the desired outcome of Founderfest?

The goal is to create an environment where inspired young people can come together to get things done; to learn, network, bridge the gap between generations, expose potential innovation and see actual results. We want today's youth to understand that there is more to life than just 'getting a job'...when they have the potential to **find solutions to problems that could change the World**.

Why be a Founderfest Mentor?

Whether you are "**Tech/Creative/Business/Community**" minded, your skills and experience are a valuable resource and greatly needed to hold these young people navigate the weekend and ignite their entrepreneurial spirit. Mentors will work with the participating teams to help them to validate their ideas, form a business model and develop their creative pitch to showcase their effort across the weekend.

Previous Mentors have expressed that they gained more for the weekend that they had thought possible. That they were thoroughly impressed by the attitude and potential they saw the participants display, as well as being inspired by their resilience and impressed by the level of innovation in the ideas.

What is the time commitment for a Founderfest Mentor?

We need you for a **minimum of 6 hours**, however you are welcome to be involved much more than this. The weekend's agenda sets out the skills required by session. Please refer to the agenda for details on each session.

What does the Mentor need to do before Founderfest?

To be prepared to be a Mentor at Founderfest, we will need you to be familiar with **the ethos of Founderfest**. That is, we want you to also believe that the participating youth have the potential to achieve greatness in whatever they choose to do, they need the support, motivation and encouragement to take the first steps and then the guidance, trust and commitment from all those around them to foster their journey on what could be a rocky path to begin with.

As a Mentor, you may be asked to present a short session during the weekend on a given topic within your skillset. You are not required to create the content for the session, however we welcome your recommendations, or suggestion for improvements or additions to the content for a richer experience.

We encourage you to **apply for a Blue Card** as soon as possible.

What does a Mentor need to do during Founderfest?

Present the session on the agreed topic. Most **presentations are approximately 20 minutes** in duration, however, we request that you **arrive no later than 30 minutes before** your session, and to make yourself **available for at least 1 hour following**, should the participants think of any additional questions.

Depending on the 'type' of Mentor role you have been asked to fulfil, we ask that you come willing to be available for **approximately 4 hours on the Saturday and/or Sunday**, to provide practical support to the teams as they work together to validate their problem, find their new customers, design a 'minimum viable problem' solution, develop a 'go to market' strategy and prepare their pitch.

What does a Mentor need to do after Founderfest?

This is no specific commitment for Mentors after Founderfest, however, if you enjoy the experience, we would encourage you to seek out opportunities to be more actively involved in the development of the entrepreneurial ecosystem in your community and encourage young adults to become part of the movement. You may also like to recommend Founderfest to other schools, community groups, local governments or interested parties.

Where can I register my interest to become a Founderfest Mentor?

Please register your interest with the Founderfest host, Berwin Ltd. Please contact Andrew Berriman on [0408721122](tel:0408721122) or <mailto:andrew.berriman@berwin.org.au>