



Masterclass Mentoring Start-ups

This masterclass is designed to help mentors and coaches of start-ups develop their mentoring and coaching skills. It focuses on start-up mentoring in the context of entrepreneurship programmes such as incubators and accelerators. These programmes have shown a tremendous growth in the past decade. As a result, there is a strong demand for mentors, who play a valuable role in helping start-ups grow and their founders develop.

For whom?

Start-up mentors have a wealth of experience from being an entrepreneur or an expert in a specific industry, technology or functional business area such as new product development or marketing. However, many start-up mentors have shown a strong interest in learning more about the scientific basis and best practices of start-up coaching and mentoring. A solid understanding of their role as start-up mentor in entrepreneurship programmes such as incubators or accelerators is beneficial to all stakeholders.

In between the meetings of the masterclass, you will also mentor a start-up of your own choice. This way, you can apply the skills that you have learned right away. To ensure an optimal learning experience, it is highly recommended that you choose a new start-up that you have not mentored before. In the 2nd meeting, you will share and discuss your recent experience applying these new skills with your fellow participants. This discussion in the 2nd meeting will be facilitated by an experienced start-up mentor.

What will you learn?

After this masterclass, you will:

- understand the functions and roles of start-up mentors;
- know how to build an effective relationship with start-ups;
- be able to give effective feedback to start-ups;
- know about team-level conflict management strategies;
- are familiar with start-up growth methods used in incubator and accelerator programmes;
- understand the role of start-up mentors in incubator and accelerator programmes;
- be aware of potential ethical dilemmas in mentoring start-ups;
- understand start-up challenges in different growth phases.

Facts and figures

Schedule for 2020	Spring edition: Wednesday 15 April and Wednesday 24 June Rockstart evenings: see website
	Fall edition: Wednesday 4 November and Wednesday 20 January 2021 Rockstart evenings: see website
Times	16:00-21:00
Language	English
Fee	€995 (VAT-free). This fee includes catering and study materials. UvA alumni receive a 10% discount.
Location	Amsterdam Business School and Rockstart

Course outline

The topics will be addressed in two meetings, with two months in between, which enables you to put into practice what you have learned. The sessions include a buffet dinner to facilitate informal interaction, knowledge exchange and networking.

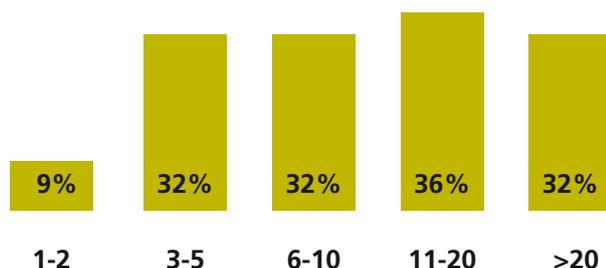
Extra: Rockstart evening sessions

In between the classes at the Amsterdam Business School, two informal evening sessions with experienced mentors will be offered. These discussion sessions will take place at start-up accelerator Rockstart in Amsterdam. The evenings are also open for Rockstart's own mentors in order to facilitate the informal exchange of experiences. The dates will be posted on the website.

Participant profile

In previous editions, the participants worked at organisations such as ASICS, Bain & Company, De Brauw Blackstone Westbroek, Finday, Gemeente Amsterdam, Hogeschool van Amsterdam, Hivos, KPN, Peoplehouse and the University of Amsterdam, as well as some small and independent creative and media agencies.

The average working experience in years is as follows:



Entry requirements

In order to be eligible for participation in this masterclass, you need to have demonstrable aspirations or prior experience in mentoring start-ups, preferably (but not necessarily) in the context of incubator or accelerator programmes. In addition, you need to find a start-up that you can mentor for the duration of the masterclass to put into practice what you have learned.

Certification

Participants who attend both class days at the Amsterdam Business School will receive a 'Certificate of Attendance' from the University of Amsterdam.

Collaboration

This masterclass is a collaboration between Rockstart accelerator, the Municipality of Amsterdam and Innovation Exchange Amsterdam (IXA).

Teaching staff

This masterclass is lectured by Joris Ebbers (Associate professor Entrepreneurship and Innovation at Amsterdam Business School), Elliott Rayner (co-founder at SportEvolution) and Robert Meijer (start-up mentor ACE Incubator).

The coordinator at the University of Amsterdam is:

Dr Joris Ebbers

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Contact

If you have any questions regarding this course or other short courses, please contact:

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Literature

Luecke, R. (2004). Coaching and mentoring: How to develop top talent and achieve stronger performance. *Harvard Business Review Press*.

Selected papers about start-up mentoring and coaching, particularly in the context of entrepreneurship programmes such as incubators or accelerators.

'Lovely course where you learn the practical and scientific side of mentoring start-ups.'

'You will delve deeply into the life of start-ups and mentors. From the discussions you will gather relevant information, tips and tricks from the other participants.'

'In this masterclass, you learn how to accelerate start-ups in order to become a scale-up.'

'I have gained knowledge of providing mentoring in a professional and clear-cut way.'

University of Amsterdam

Amsterdam Business School

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