

FOREIGN MENTOR WEEKEND

Intensive Business Support

Building on the **global network** of entrepreneurs, investors, and mentors with an expertise in the **creative industries**, [Creative Business Network](#) (CBN) offers an intensive program for your startups/entrepreneurs:

- with experienced foreign mentors and investors through 1-1 sessions
- with the aim to strengthen the business development through internationalisation
- to highlight your importance by planning panel discussion and keynotes open to the public

Creative Business Network is the only network in creative industries, working with entrepreneurs, investors, experts in 85+ countries. With 20+ years' experience and expertise in running online and offline events for creatives, we plan and prepare Foreign Mentor Weekend according to your goals and needs of your startups.

WHY IS IT SO SPECIAL?

- Non-national mentors: foreign mentors = focus on business development through internationalization
- Mentors with an understanding of the cultural and creative industries
- Access to global network of experts in creative and cultural industries

FOR WHOM?

For entrepreneurs in cultural and creative industries who are ready to start and wonder what to do next, or already developing their business and thinking of scaling it and entering an international market.

WHAT ARE THE BENEFITS?

For the entrepreneurs:

- Establishing relations with mentors that will make them grow their business abroad
- In-depth 1:1 dialogue with knowledgeable market representatives, discovering what is important for specific markets/countries
- Accessing multiple and differentiated advice in one place from various mentors coming from various countries with a diversity of backgrounds
- Strengthening their networking skills and ability to approach foreign investors and markets
- Discovering new solutions and approaches to business challenges
- Sharpening their startup pitches in English

For the partner (host) of the Foreign Mentor Weekend:

- Strengthening the offering to the ecosystem and creative entrepreneurs in the region, especially helping internationalisation and scalability
- Expanding and strengthening relations with current and new partners
- Building awareness and strengthening brand of host organization through new ways to achieve press coverage and online media attention

WHAT EXACTLY IS IT ALL ABOUT?

The program of the Weekend consists of:

1. Public events (presentations, keynotes, discussions) with the participation of all the mentors and special guests – successful entrepreneurs, or investors from your country – to attract media attention and find new partners
2. Speed-dating and individual mentoring/training sessions for your startups/entrepreneurs – to provide intensive creative business help
3. Feedback and reflection session – to analyse the results and benefits of the program

WHO ARE THE MENTORS

[Members of CBN](#) – international consultants and entrepreneurs in the field of creative industries and beyond, with focus on business development through internationalization. We make sure that the startups will benefit from mentoring with experts in investments, business strategy, idea development, B2B and B2C market, marketing and communications.

ARE THERE FOREIGN MENTOR WEEKEND EXAMPLES?

Our recent experience – [Riga Foreign Mentor Weekend](#) organised in November 2022 in collaboration with Creative Industries Incubator of the Investment and Development Agency of Latvia, with the aim to help Latvian entrepreneurs in the creative industries in becoming more successful.

WHAT DO STARTUPS SAY?

“This international mentorship was a completely unique experience for me, first time to meet such high-level experts. It inspired me to develop my project on international level”

Baiba, Baiba Glass

“We’ve been matched with the mentors that speak the same business language we do. Now we have lots of ideas how to move forward!”

Toms, Eligent

“I met these astonishing mentors from around the world, and I got the right contacts to continue my project. It’s the place to be!”

Tom, BoneX

“These 3 days were absolutely amazing! Mentors gave me so much context, they were willing to share their knowledge, experience; explain and answer all my questions. I really appreciate this opportunity, and I am 100% happy that I had this experience!”

Diana, Baiba Glass

IMPLEMENTATION PLAN

STEP 1. PLAN AND PREPARE

- Clarify and agree on Foreign Mentor Weekend: goals, number of startups and mentors, dates.
- Pre-mentoring and training for startups by the CBN team 4 weeks before the main event
- Recruitment of relevant mentors according to startups needs
- Communication plan for startups and mentors
- Mentors are sent startup briefings

STEP 2. IMPLEMENTATION

Friday:

- Afternoon: Startups pitches
- Evening: Public discussion with mentors as panelists – introduction and answering startups questions
- Evening: Speed-dating session where startups and mentors to prioritize 1-1 session selection

Saturday:

- Morning/afternoon: Individual mentoring sessions/trainings for startups
- Afternoon: Feedback session with startups and mentors
- Evening: Optional public event with keynote speakers

Sunday

- Morning: Informal networking session with startups and mentors (optional)
- Afternoon: Mentors depart
- Afternoon: Initial evaluation of FMW for partner and CBN

STEP 3. EVALUATION:

- Final survey/evaluation of FMW



BUDGET *(to be negotiated)*

**10 STARTUPS
min. 5 mentors**

Mentors fee: 500 EUR*5
+ travel/hotel costs

CBN fee:
4000 EUR + travel/hotel
costs for 2 CBN experts

**20 STARTUPS
min. 10 mentors**

Mentors fee: 500 EUR*10
+ travel/hotel costs

CBN fee:
6000 EUR + travel/hotel
costs for 2 CBN experts

CBN PROVIDES:

- Recruitment, invitation and participation of mentors, incl. communication, and preparation of the mentors for the event
- General promotion of the event, the startups and partners on CBN's platforms
- Organization of speed-dating and mentoring sessions on site
- Moderation of public discussions and feedback session on site
- Preparation of a program, information materials for both mentors and startups
- Preparation of startups for the mentoring sessions: consultations, and trainings
- Evaluation and/or final survey

PARTNER PROVIDES:

- Venue
 - several separate rooms/areas for individual sessions with tables and chairs
 - one room for pitches and general meetings with all the participants with presentation equipment
- Food and beverages for all the participants
 - two dinners Friday and Saturday
 - one lunch Saturday
 - one brunch Sunday
- Selection and invitation of the startups (if necessary, CBN assists)
- Selection and invitation of the special guest (if required by the program)

LET'S DISCUSS THE DETAILS:

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