



Mentorship Program

Mentoring . Coaching . Networking

2024 Jan-June | Cohort 1



ABOUT

WENStart is a mentoring, coaching and networking program tailored for Start-Ups and Wanna-Be Entrepreneurs in Hong Kong.

- A mentorship program for Entrepreneurs who have **less than 3 years business experience**
- The **6-month program** connects young entrepreneurs with established and successful entrepreneurs and accredited coaches for **business support, guidance and experience-sharing**.





Program Content



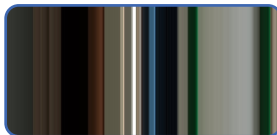
Launch Ceremony & Networking

- Jan 2024



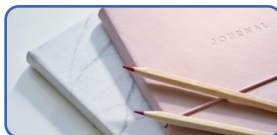
6x Mentor Meetings

- Jan – Jun 2024



6x Coaching Sessions

- Jan – Jun 2024



2x Guided Journaling Sessions

- Mar & Jun 2024



Monthly Email Check-in

- Jan – Jun 2024



Closing & Group Sharing

- End June 2024





Program Objectives

This mentorship program encourages mentors and mentees to:

- Learn from each other and work together for a **long-lasting relationship**.
- Provide guidance and support to help **navigate through challenges** of starting and growing their businesses.
- Share knowledge and personal experiences to help gain a **better understanding of industry market trends & best practices**.
- Expand on leadership, communication and decision-making skills.
- Mutually share **networks and connections** to expand business contacts & opportunities.
- Provide objective feedback on areas for improvement and business strategies.
- Build a nurturing community within WEN.





Mentee Profile

- Having a start-up that's within 1 to 3 years

Why join us as mentee?

- Directly learn from well-established entrepreneurs in Hong Kong on various strategies and tools to tackle challenges in marketing, legal, HR, finance, and other areas for business growth.
- Gain insights to overcoming obstacles and learning from failure.
- Access to professional coaching for clarity, accountability, etc.
- Consolidate learning and actions from guided journaling.
- Gain confidence and networking opportunities.
- Build life-long relationships for personal and professional growth.





Mentor Profile

- Running an established business in Hong Kong, (i.e. a business with at least 8 years in operation)

Why join us as mentor?

- Increased awareness to emerging trends, new technology and other innovative ideas.
- Giving back to the community by helping shape the entrepreneurial journey of new business owners.
- Nurturing young leaders and expanding your network in parallel.
- Expanding leadership and other new skill sets by working with a mentee on goal setting and laying out a path to achieve success.





Commitment

Mentees

- HKD6,400 Participation fee*
- 6x monthly meetings with mentor
- 6x monthly coaching sessions (1-hour)
- 2x online journaling sessions
- Maintain regular, respectful, and honest communication with mentor and coach
- Participation in briefing session, opening & closing events organised by WEN

**This can be paid in 2 instalments if preferred.
50% at the time of registration and the balance at the start of the mentoring program.*

Mentors

- 6x monthly meetings (60-90 mins recommended) in person or online
- Maintain regular communication with mentees
- Participation in briefing session, opening & closing events organised by WEN





Commitment

Coaches

- 6 x monthly coaching sessions (60 mins) in person or online
- Maintain confidential conversation with the coachees/mentees
- Participation in briefing sessions, opening & closing events organised by WEN
- Be professional, trusting and supportive in all sessions





Enrollment & Enquiries

How to become a Mentor/Mentee?

- We have a **limited number** of spots for our first cohort.
- We are accepting applications from now **until 30 November 2023**. Click on the respective below to apply.
- Successful applications will be notified by email.

- **Mentee Application:** <https://bit.ly/wenstart-mentee>
- **Mentor Application:** <https://bit.ly/wenstart-mentor>



Enquiries:

- If you have any questions, feel free to contact **Tracy Ho** (WENStart Program Lead) by email (admin@wenhk.org) or [WhatsApp](https://www.whatsapp.com): (+852 9730 0542).





Testimonials



"When starting out I tried to watch every penny as the business was being built. Now years later, I wish that I invested my time and budget into a programme like this. It probably would have saved me money and time from mistakes I made at various points in my journey".

Maura Thompson - Sassy Media Group



"Its a game-changer for women entrepreneurs in Hong Kong. I wish I had access to this program when I started; it would have saved me years of trial and error. The community and support are invaluable and Hong Kong is an empowering place for women in business. Join WEN and accelerate your success".

Rowena Gonzales - Liquid Interiors Ltd



"The mentoring program for female new business starters from WEN would have a profound impact on the entrepreneurial journey, an opportunity I wish I had when I began my business. Through personalised guidance, industry insights, valuable networking opportunities you can gain tools and confidence to navigate challenges, refine business strategies, and achieve remarkable success in a competitive market. Saving time and money on errors that could mean the difference between success and failure for a new business".

Sharlene Jacquier - Joint Dynamics



Special thanks to our partner:





WEN *Start*

POWERED BY



THE WOMEN ENTREPRENEURS NETWORK