

Mentor Visit Assessment #2

Mentor: Joshua Meek
Profession: Chief Executive Officer
Location: Nerdvana Coffee Shop
Date: November 8, 2016
Time: 5:30 p.m.

Assessment:

My second mentor visit with Joshua Meek taught me a multitude of new information about business in general. Throughout the visit, I learned about branding, prototyping, new software, partnership agreement, and the style of the company. Coming to the visit, I was very excited to learn more about entrepreneurship and where to go next with my company.

In terms of branding the company, I needed to find out how I was going to get my company out into the public and make it a household name. I had to conduct significant research on the best way small companies in the past have grown so I could do the same. I needed to think this through deeply so I could ensure the most success for my company. To start off, I was thinking about advertising through high schools at first and then slowly increasing the amount of people I will reach. Similarly, I could also make business cards (with the company website on it along with other information) and start distributing them around the community. This will require more thinking and research but I am glad Mr. Meek had mentioned this to me so I could ponder on it.

The next step in my business after creating the business plan was the prototype for the phone case company. It was time to start thinking about how I was going to get this done as it was going to be happening in the near future. There were two options on the table such as doing this myself or having someone else help me complete the prototype. I am leaning towards the second option as I do not have any experience in this field and I would have to learn something entirely new to me. I would take this route if there was more time available but I am limited due to certain time constraints (final product for ISM). However, I have completed sketches of the phone case and am working on finalizing the dimensions of the case. This will make it much easier to explain what the phone case is exactly about and how it functions.

Later in the mentor visit, I learned of a new software that combines all parts of business into one place and the partnership agreement. The software/website was called 17hats and allowed for an easy and organized area to handle business. It is good for those who are just starting up and need to keep track of everything going on with the company. Secondly, I must complete the partnership agreement and put all the important information such as positions in the company in there. This will be a significant part of the company as each person will have their jobs outlined and will have to follow certain rules/regulations. It ensures that a partner does not step out of "bounds" and knows exactly what they have to do.

Lastly, Mr. Meek and I conversed over what the style of the company will be. Will it target women or men? What kind of color scheme am I going for? This is essential to think about

as it plays a wide role in the target market. I must know my market and know what they would like to see. This will require further research but has gotten me thinking of how I want others to view my company. Through my mentorship with Mr. Meek, I can see that I am a very different man than I was at the beginning of the year. I have expanded what I know about business and will continue to build my knowledge in the future.