

Mentor Visit Assessment #4

Mentor: Joshua Meek
Profession: Chief Executive Officer
Location: Nerdvana Coffee Shop
Date: December 4, 2016
Time: 7:00 p.m.

My fourth mentor visit was conducted with Joshua Meek at Nerdvana Coffee Shop. He is a self-made entrepreneur and the Chief Executive Officer of Meek Industries, LLC. Throughout this mentor visit, I showed him what I have completed thus far. I aimed to get his feedback on what I should improve for the future. I am truly witnessing the importance of a mentorship and how much farther it can take an individual. Without my mentor, I would not be as far along in life and business as I am today; I am taking full advantage of the opportunity.

In the beginning of the visit, I brought up the idea of having a second mentor who would be Tabbassum Mumtaz. Mr. Meek was completely on board with the idea as I would gain more knowledge and it would be from someone with different expertise and advise. I knew the challenges of having a second mentor as I would essentially have to do double the work, but I decided I was willing to put in the effort to get the results. I believe this will also help me develop my work-ethic as I would have to manage my time wisely in order to finish everything that I have to do.

Later in the visit, I showed Mr. Meek the logo designs that a student in my class had created for me. He said that the designs were very simple and sub-par for a business that specializes in designs (of the phone case). I should look to hiring someone to create the logo for me in order to ensure that it is made to the very best quality and specifications. The website he suggested to use for the logo was fiverr.com and it allows one to put up a contest where many people submit logos for one to choose from. This will allow me to pick the one that I like the best and the one that would be best suited for the company.

Similarly, I received suggestions for the non-disclosure and partnership agreements on changes that I need to make. Through having someone else read these documents, I am able to catch all the mistakes which is very important because they are legal documents. Minimal mistakes can truly hurt the business depending on what they are. Lastly, Mr. Meek said to file for a DBA (Doing Business As) and figure out what website name I would like to use. The DBA is essential so the government knows that I have taken that business name and I would get my business registered in the state's system. For the website name, I must choose one of the many options I was given on GoDaddy.com. I need to finalize this and make sure to make a decision quickly so no one ends up taking the name.

After completing these things, I would need to focus on prototyping and getting a bank account so I could put charges for the company on the account. Also, I must finish the business plan as soon as possible so I can know exactly what all aspects of the business are about. I will be forced to think in depth on the roots of the company which will give me a much more detailed understanding of it.