



The Institute for Entrepreneurial Leadership



RECRUITING FOR IFEL'S QUICK START PROGRAM MENTORSHIP PROGRAM

<http://www.ifelnj.org/index.cfm?fuseaction=Page.viewPage&pageId=678&parentID=555&nodeID=1>

STIPEND 6 MONTH MENTORING FOR \$400

6 ONE-HOUR MONTHLY MEETINGS BY PHONE AT MINIMUM. PLUS EMAILS/PHONE CALLS DURING THIS PERIOD as structured between you and the entrepreneur you're mentoring.

FIRST MEETING to review Exec Summary write-up and equitynet.com business plan documentation to be provided, plus review 12 Month Activity/Action Homework Assignment asked to be completed by Rob Steir. Goal is to establish monthly "to do's" to keep focused to obtain/reach six month goals mutually agreed upon.

SUBSEQUENT MEETINGS to go over "to do's each month, i.e. what you plan to do, and what you actually accomplish. In other words, the mentor acts as the coach for the entrepreneur to get their businesses launched during these six months and fine-tuned their expectations of what can be accomplished, especially if they need to raise significant money, even beyond friend and family efforts.

HERE ARE BRIEF SYNOPSIS'S OF THE 20 ENTREPRENEURS who completed a six-week intensive program on building their business plan.

1	XYZ is a name brand electronic manufacturing company, we produce products such as: Computers, lap tops, cameras, mp7 players, cell phones, game systems and the *new approved carpal tunnel preventer mouse grip. XYZ focuses on new Innovative products that have not been created and product Improvement, meaning products that exist, but lack the quality and performance of the consumers needs.
2	We will provide affordable education and support for pregnant teens. Our focus is to help young teenagers who are making choice for themselves and their babies by encourage them to pursue educational goals and, job training and good parenting. Also discuss adoption, decision making financial planning and budgeting, and building healthy relationships for the future
3	XYZ is a music production company, which will supply profitable, positive, audio and visual entertainment to a diverse, international consumer group. XYZ is committed to wholesome entertainment across the board and firmly believes that quality, palatable entertainment can be realized without compromising commercial appeal.
4	XYZ is a company located in Newark, New Jersey who serves the urban community. Our goal is to provide the customer with high quality video or audio services in recording, mixing, editing, and mastering. The facility uses the latest equipment to provide industry standard services. Our motto is, "We make dreams become a reality." We believe the customer happiness is the most important.

5	XYZ has been established community-based organization for 40 years in the non-for profit. The Vision is to add a component for profit. We will be starting a landscaping business that will be an earned revenue stream for the organization.
6	XYZ is a manufacturing and outsourcing firm located in Newark, New Jersey that brings to the market devices powered by solar, wind and other alternative energy sources which directly reduces the high cost of energy; more simply put the utility bill. We are accessible online and our interactive showrooms are an experience you do not want to miss. Our diverse product line adapts to every area of industry. Whether you a person seeking additional heat to improve the comfort of their home or you represent corporate America as the savvy business person on the go who needs access to technology to maintain their business edge, a gamer or whether you are a person of leisure who wants access to technology while having fun in the sun, we provide affordable tools to transport technology wherever you go while minimizing the energy costs.
7	XYZ is an upcoming online website offering Spiritual resources and gifts that are meant to encourage as well as inspire. Our home décor line creates an atmosphere of serenity and beauty in the home while displaying positive affirmations .Our ultimate vision is to enhance lives by providing thought provoking gifts that challenge women to use their God given gifts talents and move into their divine destiny. We value our customers importance to us as well as to God Royal customer service will not be an option but a given.
8	XYZ is a start-up internet e-commerce retailer, based in Newark, NJ, specializing in fashionable mobile computer bags, cases & mobile lifestyle accessories. Our primary focus will be the female mobile computer user who seeks a more feminine, trendy and fashionable approach to laptop computer bags, sleeves and mobile & digital accessories. Our long-term objective is to become a leading internet retailer by offering the largest assortment of stylish, fresh, sophisticated, top quality carrying cases, backpacks, and other mobile accessory merchandise to our niche target market. We aim to combine technology, function and fashion in our selection of products to our female consumers.
9	The company is specialized in importing and supplying high quality and unique specialty raw materials from Japan to deliver excitement and innovation to personal care products and industrial manufacturing companies. The company offers active ingredients (natural extract from trees, flowers etc.) for personal care industry and water--soluble polymer, additives for industrial manufactures (paint & coating, paper coating etc.). Our main customers are chemical formulators, cosmetic formulators and manufacturing companies. All the Imported products are once stored at our warehouse (3 rd party) in Newark, NJ and the products are shipped from the warehouse with proper labeling as orders come. We market the products through regional distributors and direct sales.
10	XYZ provides reliable transportation with our buses offering food and beverages, music, entertainment, performances, information and empowerment throughout the trip keeping our customers satisfied. The vision for the company includes more buses, customers, become national and partner with different companies. XYZ is a professional, upscale company, which will include outstanding customer service; customized themes for the clients, reliable buses, employees will be treated with respect which will make the business an overall wonderful experience.
11	XYZ is an arcade that is adult oriented bringing fun, sophistication, and social relaxation. I want this business to become a self sustaining company with a name that is consistent within the industry. The idea of XYZ is to have a relationship and constant connection with the customers by being a place where fun and maturity can be synonymous. The employees I want have are individuals not afraid of creativity, provide great customer service, and have a vision of being the best. Streams of revenue that can be generated will come from the fee for playing the arcade machine and from the alcoholic/non-alcoholic beverages that will be served within the establishment. Another stream of revenue is that a cover charge will be incurred at the door when special events are held. I plan to have game tournaments, conventions, and conferences concerning trends as well as the creation of new products.

12	XYZ is a restaurant and will be a chain of restaurants offering franchising opportunities. We offer a variety of vegetarian and non vegetarian meals. We offer baked, steamed, fried jerked or curried products. We offer the option of ordering our products, over the internet, mobile and home phones. Our customers can always expect well prepared meals and to be served in a clean and a friendly environment. Our employers will have the opportunity of benefiting from profiting ventures in the company
13	We make unique dance wear garments and accessories. I show what's next in fashion. XYZ sells flags and tunics to churches in Orange NJ, Newark NJ, and Jersey City. XYZ also sells flag bags and T-shirts. XYZ offers garments that will make any dancer or dance group stand out. I use beautiful jewel tone color fabric with a lot of bling - bling. We are known for trimming. There's no dance wear company here in Newark NJ. There's plenty of dance wear company out there, but XYZ is local. You can come to the showroom or order from the website. This way you will receive your product in a timely fashion.
14	We are based in Jersey City, New Jersey. We assist students from grade 1 – 12 in tutoring in the subject of Math. (not sure will graduate)
15	Consulting organization dedicated to improving business value and financial performance. Providing management, analysis, strategy development, finance, operations, marketing, information technology, workflow optimization for start-up and small businesses.
16	XYZ school is a state licensed, bonded and certified commercial driving school. We are a family owned driving school with professionally trained driving instructors. We provide safe vehicles that are fully insured and inspected daily, plus reliable instructors who are patient, kind and understanding of the needs of a student driver. All of our driving instructors have had background checks and pass and they continue to update their skills yearly. We have convenient hours of operation from 7am to 7 pm Monday thru Friday and Saturday & Sunday from 7am to 1pm. Our driving instruction rates are reasonably priced to help everyone who wishes to learn how to drive. Driving instruction is a way of life for us as well as our student drivers. We put the safety of our customer first and do our best to teach each and every student driver how to survive the roadways of New Jersey and beyond.
17	XYZ will be hosting parties at local venues, gaining the capital to purchase a permanent location. Subsequently, XYZ will open locations in other cities offering patrons an affordable good time and a friendly atmosphere.
18	XYZ is a professional Beauty & Hair care solutions at affordable prices to ANYONE who loves to be cared for. XYZ is a one stop spot for all your grooming and styling needs.
19	XYZ is a one stop professional center providing online & traditional management consulting, and strategic expertise planning on a variety of projects needed. Our goal is to enhance & educate small business owners in the form of design, development and implementation of business solutions.
20	XYZ is in the Urban Agriculture Industry. Our business will be located in Newark, NJ. Producing fresh vegetables, fruits and flowers grown in a hydroponic system. Our goal is to educate and supply our community with information and the best possible produce in a friendly, clean environment. Promoting fair prices with excellent customer service giving everyone who enters our place of business the opportunity to make a choice of better food for a better life style.