

TESTIMONIALS FROM WINTER 06/07 PARTICIPANTS

MBA GlobalNet has provided over 100 mentors to assist SBIR-awarded companies with their Phase Two Commercialization Plan during Winter 2006 and Summer 2007 sessions.

"A fine way to meet and interact directly with leading innovators." Carlos Velez

I certainly enjoyed the process and it was interesting to see how someone else goes through the planning stages. It was also interesting to hear the points of view and experiences of people ostensibly from the same field, but with very different industry experience. –David Cox

It was fun to get involved in an early stage company and help influence their direction. Bringing real-world market experience to the table was appreciated by the start up team.
-- John Murray

"I learned a great deal about the technology, and was able to look beyond the company's own rose-colored view to redirect their energies to big picture issues, such as 'why should anyone care about this solution' – bottom line: It was fun, and a great way to meet a company's leadership" –Rob Steir

TO VOLUNTEER OR ASK QUESTIONS

Please contact MBA GlobalNet at MENTORING@MBAGLOBALNET.COM and please state the # opportunity and include your resume.

BONUS: Starting October 07, all Mentors will receive a \$50 Gift Card to Starbucks for completing their Mentoring Assignment and a \$25 Gift Card as a Reviewer.

BE A MBA GLOBALNET SBIR MENTOR

OPPORTUNITY #1: JOIN A MENTOR TEAM

Become a volunteer mentor for a company that has secured a government Phase I SBIR/STTR award of \$100,000 for their R&D effort and is in the process of applying for a Phase II award of \$500,000. These are some of the best-developed technology ideas from R&D companies across the U.S.

The opportunity to become a mentor is based on several qualifications from our client including - deal sense and first-hand experience with technology based enterprises. At least 5 years experience, and the ability to contribute a minimum of 4 hours to each assigned Grantee. The SBIR/STTR program stimulates technological innovation in the private sector by strengthening the role of small business concerns in meeting Federal R&D needs, increasing the commercial application of federally-supported research results, and fostering and encouraging participation by socially and economically disadvantaged and women-owned businesses.

Timeframe: 4 hours of your time volunteered over a 5-week period and at your convenience.

WHAT TO EXPECT FOR YOUR 4+ HOURS

The Grantees are working toward submitting their Phase II SBIR/STTR proposals. As part of a complex application process, the Grantees must submit a 15 page Commercialization Plan. The Plan includes four sections: Market Opportunity; Company/Team; Product/Technology and Competition; and Finance and Revenue Model. A two-person Mentor Team will work with each Grantee to review their written Commercialization Plan.

The Mentoring Process Step-By-Step

Read their Commercialization Plan either in its entirety or in four separate parts.

Answer questions posed within system about each section.

Have conference call with the other Mentor and Grantee to verbally go over either the section or entire plan. Conduct phone calls, as needed, for Grantee to revise and improve the plan. Usually 2 or 3 calls based on degree of review.

OPPORTUNITY #2: BE A REVIEWER (two hours of time)

You will be asked, as the final reviewer, to read the entire Commercialization Plan (15 pages) and provide comments as if you were an investor. Is the Plan written clearly to attract investor interest? You will ask the question "Why does this technology matter" from a business perspective and how effectively does the Grantee get the relevant "Big Picture" business points across. With total objectivity, you will have a phone call with the Grantee to relay your constructs and play "Investor." Estimated time to read the Plan and complete a brief online questionnaire is one hour. The second hour will be a call with the Grantee.

ADVANTAGES AND BENEFITS OF BEING A MENTOR THROUGH MBA GLOBALNET

① A VERY EFFECTIVE INTRO TO NEW BUSINESS RELATIONSHIPS

If you ask an independent consultant how many hours of effort it takes, on average, to land a client, he or she will tell you “a lot.” From attending countless networking events, to initial meetings to outline credentials and what you do, the sales effort is frankly “an effort.”

By being a Mentor (including Expert Reviewer), you are instantly deemed an “Expert” by our Client to the Grantee. You have instant entrée to the Grantee’s decision makers; many times you are interacting with the CEO or one of the management team members. With this instant credibility and access, it is up to you to showcase your talents and knowledge through 1) your approach to working with the Grantee and 2) constructive comments you make. There is no need to pitch your background and expertise, as you are demonstrating it. Your talents should only be enhanced over the course of multiple touch points between you and the company. After the mentorship is over, you have the opportunity to develop your own business relationship with the Grantee.

② AUTOMATIC ENROLLMENT IN MBA GLOBALNET UPCOMING SOCIAL NETWORKING MEMBERSHIP

All volunteers will be automatically enrolled in the MBA GlobalNet Social Networking Membership (a \$250 savings) when it “goes live.” This Membership will eventually be a group of 5,000 senior, experienced MBA entrepreneurial professionals from around the world. We will provide more information about it if you get involved as a Mentor. Each Mentor has the opportunity to engage MindForce Consulting and to become the Team Leader for your Grantee. If we have two (possibly even three) mentors interested per company, they would be co-leads. Ask to see our one-page MindForce PDF.

③ PITCH THE GRANTEE AS A TEAM LEADER WITHIN MINDFORCE

Unquestionably, each Mentor can decide to enter into discussions with the Grantee (usually the executive in charge of writing the Plan) to work with them after the Mentoring sessions end. Mentors may even band together on their own to offer a united front to arrive at a working relationship with the company.

MBA GlobalNet has teamed with MindForce, its sister company, to provide a different path for a Mentor or the Mentor Team, including Expert Reviewer. MindForce will only get involved when all Mentors have given their OK, i.e. MindForce will not even make a pitch if one (or more) of the Mentors has become an advisor on his or her own. As an alternative pitch to the Grantee, Mentors may join forces with MindForce to present MindForce (and its services) to the Grantee with the Mentor or Mentors as the Team Leaders.

⑤ YOU GET TO KNOW US AND WE GET TO KNOW YOU

Beyond the SBIR program, MindForce and MBA GlobalNet generate projects and recruiting opportunities. We do not always send these opportunities out to all members because one or more members we know have the right background.

By participating with us, we get to know you for these assignments – you become “top of mind.”

④ PARTICIPATE IN THE MINDFORCE VENTURE POINT POOL AND MINDFORCE SBIR CLIENT PROJECTS

MindForce will set aside 5% of all gross revenues received by Grantees who become its clients. This pool of revenue will be distributed to all Mentors who complete assignments based on their point contributions. A Mentor automatically is eligible and will receive 10 points for successfully concluding a mentorship, and 4 points for completing an Expert Review.

In addition, all Mentors, who express an active interest in being part of the Pool and working with MindForce, will be the first MBA GlobalNet members contacted for these venture opportunities and IP Teams.

AFTER THE MENTORSHIP ENDS - YOU MAY TEAM WITH MINDFORCE

After volunteering and spending hours with your Grantee, the project finishes. You may either contact the Grantee on your own, or partner with MindForce Consulting and pitch your services as one of the Team Leaders with access to the MindForce and MBA GlobalNet Talent Pools and Capital Network.

GETTING MINDFORCE INVOLVED & PITCHING THE GRANTEE

After spending even a few hours on the phone with a Grantee and reading his or her commercialization plan, the Mentor(s) has a fairly good idea of what the Grantee needs to more properly prepare the company for capital, sell finished products, find licensees, or be acquired.

Each Mentor has the opportunity to engage MindForce Consulting and to become the Team Leader for your Grantee. If we have two (possibly even three) mentors interested per Grantee, they would be co-leads.

MindForce and the Team Leader(s) would construct a proposal to the Grantee about our working with them. Where are the gaps in their commercialization plans, how can we help, what can we do for them? Essentially, why they should work with us and what do we bring to them.

The Team Leader(s) and MindForce will then contact the Grantee and gauge their interest to what we propose or what they believe they need.

The Team Leader(s) will then send out an email to all MindForce Mentor participants (those who have completed mentoring assignments and want to participate) to find interested people willing to be involved as part of the IP Team, as needed. The Team Leader(s) will then select their IP Team. You have first right of involvement. We then may go out to other MBA GlobalNet members, but certainly not before all ex-Mentors have had the opportunity to be involved

ALL MENTORS PARTICIPATE IN A FEE DISTRIBUTION POOL.

For all deals that MindForce cut with Grantees, we will set aside 5% for distribution to the Mentor Pool. Pool participants are the mentors and expert reviewers. Let's say 5 years from now, we have 3.3% of Company ABC and our 3.3% translates to \$1M for MindForce as the

As in all MindForce projects, 100% of the revenues received is split a variety of ways—and the below is subject to small changes when appropriate to the deal itself:

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| To MindForce itself: | 10%-30% |
| To the Team Leader(s): | 10%-30% |
| The Team Participants (including Team Leader(s) if they are working): | 20%-75% |
| The Mentor Pool: | 5% |

company is sold for \$30M. \$50,000 would be distributed to the Pool participants pari-passu per your accrued points vs. the total cumulative number of points. Will you get rich? Not likely, but it will be an unexpected bonus when it happens.

Everyone who completes a Mentoring assignment receives 10 Points. Everyone who

completes a 2-hour Expert Review receives 4 points. The total Pool points accumulate over time, every time an assignment is completed.

For example, for this first group of Grantees during Winter 07, a total of 380 points were earned.

WHY GET MINDFORCE INVOLVED

MindForce is a firm specializing in commercializing technology and building new ventures. Like a producer, we orchestrate external talented professionals into a top-tier project team, integrate their intellectual capital with a client's intellectual property (IP), and work towards the most appropriate exit transaction – either a new capitalized company or finding licensees.

Affiliating with MindForce would allow you, as an individual, to differentiate yourself from other local business professionals they know, especially as you probably only know them through phone calls.

We offer diversity and strength in numbers (as a group) and our ability to field a talented IP Team to meet any of the Grantee's upcoming needs, especially to find capital, act as advisors, provide business viewpoints, tap industry experts when needed, etc. etc. THIS IS A HUGE ADVANTAGE to them as more likely than not, their technology is DISRUPTIVE in some way, at a very early R&D stage, and will need market/business guidance to identify and create their markets.

On a personal level, it also allows you to allocate your time judiciously as you will be working with a MindForce IP Team of your choosing and you can share the agreed upon consulting or advisory deliverables and workload. Many of these Grantees have LONG TERM prospects, but short-term technical challenges to overcome. Each IP Team could get to know their company over time and one member of the team could help with Y and someone else with X. It would not only be yourself (in a good way) to help on X and Y, but also allow you to work as a team on Z and A and B and so on....