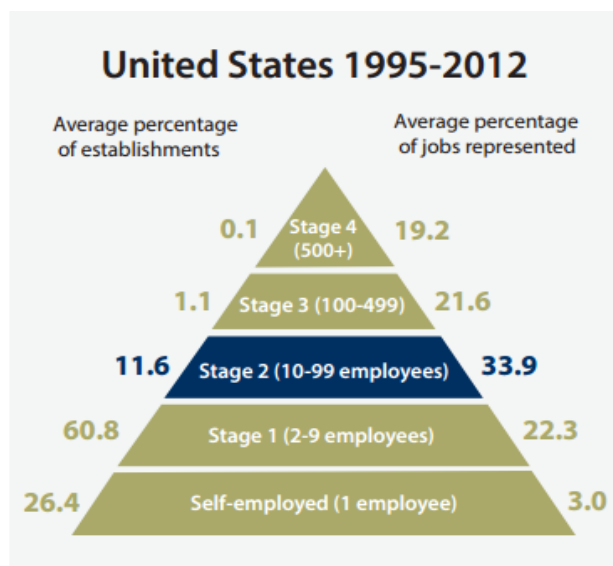




### What is the Propel Mentor Protégé Program?

The Propel Mentor Protégé program is a business growth initiative started in 2009. The program matches large successful second to fourth stage businesses with small beginning and first stage businesses. The program is a two year model helping “first stage” firms who are between \$100,000 and \$1 million in revenue. The Edward Lowe Foundation sites that first stage firms are those between 2 and 9 employees and make up over 60% of the business marketplace.



The program consist of the following:

1. **7 week Boot Camp (Each class is 3 hours of content covering the key core items of business ownership from mission & vision to cash flow & marketing.)**
2. **Monthly meeting with a Mentor who is a successful business in the community**
3. **Technical assistance from SCORE, TSBDC, and other partners.**
4. **Monthly meetings with other protégés in a peer to peer learning environment.**

### What is the ROI/Benefit to me as a Protégé?

During boot camp you will learn the Following:

1. How to define your firms Mission, Vision, and Core Values. (Also includes learning your own personality style and “How you Fascinate”.)
2. How to be a good Protégé and maintain lasting business relationships.
3. How to read and understand income statements, balance sheets, and cash flow analysis documents.
4. How to forecast growth, create a “real” sales pipeline and close sales.

5. Learn the key elements of marketing and lead generation along with the impact of social media.
6. How to establish and use a budget
7. How to deal with failures and “hits” as a business owner & much more

#### Other Benefits:

1. Learn from other small businesses in a peer to peer format.
2. Get a Mentor who is a successful leader in the area.
3. Get recognized in local and regional media.
4. Get technical assistance
5. Interact with protégés in other programs (Tennessee and Virginia)
6. Share networks with other protégés as well as your mentor
7. Get support and focus by the Chamber and the Diverse Business Alliance

#### How long is this program and Why?

Protégés participate in the program for two years in order to graduate. The goal is to get as many firms in the program from \$100,000 to \$500,000 in revenues and firms at \$500,000 to \$1 million in revenue. This takes time, effort, and relationships.

#### Year One:

The first year is concentrated on building a solid relationship with the mentor and learning the core areas of their business that need assistance. Year one the protégé will have learned all of the core parts of business and work on personal self-awareness. You should also be focused on growth and the added information and self-awareness should account for a 10% to 15% growth in sales and or efficiencies.

#### Year Two:

The second year you should have a good relationship with the mentor and understand who you are and who your business is. Sales and growth are the key focus and training and sharing your knowledge deeper into the firm. Year two protégés should be able to growth the firm an additional 10% to 20% over year one numbers while also moving the firm from an entrepreneur model to a company model.

#### What are the cost?

Cost in the program is \$450 annually. Each protégé is also required to be a member of the Southwest Indiana Chamber.

#### What is the time commitment?

1. Meet with your mentor once per month (2 hours)
2. Meet with your peers (2 hours)
3. 7 week Boot Camp (21 hours – 3 hours per class)

# Testimonials

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Meet Protégé Alissa Fricke-Thrive Marketing Strategies



As I run my business and choose how I do things and who I work with, I am proud that I'm not only working to sustain myself and achieve my goals but also to make an impact on small businesses in our local community. To create a more resonating effect, I need an unbiased perspective from the outside looking in. I'm passionate about helping others, but I know I must also run a business. I've asked my mentor (Leah Jackson-Old National Bank) to be frank with me, even if it's not what I want to hear at the time.

Working in banking with an emphasis on small businesses, Leah is a wealth of knowledge. Our relationship is already yielding great results, helping make my business plan a functional document that will help keep my business heading in the right direction. I'm thankful for this opportunity to grow and make a bigger impact.



Meet Mentor Leah Jackson-Old National Bank

**OLD NATIONAL BANK**



It is an honor to participate as a mentor in the inaugural class of this new program. Being a mentor is a great way to participate in strengthening our community, to utilize my previous experience, and to do one of the things I enjoy... helping other people experience success. It offers me a platform to "pay it forward", and I consider that a privilege! My protégé and I will focus on implementing a "workable" business plan. I want her to learn to regularly evaluate the plan and make changes when needed. I hope she'll learn to stretch her thinking by embracing other perspectives whether from me or centers of influence. I want to create a comfortable environment where she can feel free to identify weaknesses as well as strengths and opportunities to mitigate those shortfalls. I also want her to learn how to identify growth opportunities, timetables, and strategies to obtain them.