ASU Entrepreneurship Expert Program

Job Description
Entrepreneurship Experts (EEs) are volunteers from the community who have subject matter expertise in specific venture development areas. EEs advise entrepreneurs, pro bono, approximately once per month for 3 hours. EEs visit the Center for Entrepreneurship in the W. P. Carey School of Business (on the Tempe campus) for their office hours where they meet with mentees in-person or virtually (as the mentee requests). This impactful mentoring program is an excellent complement to classroom learning, a benefit and resource for founders, and a source of engagement for established entrepreneurs.

Desired areas of expertise include:
- Accounting/ Finance/ Financial Modeling
- Business Modeling (Business Model/ Lean/ Value Prop Canvases)
- Growth (user/ customer acquisition, sales, scalability)
- Hardware/ Manufacturing
- Marketing (strategy, digital, growth hacking)
- Legal (IP: patents/ trademarks/ copyrights)
- Legal (company formation/ NDAs/ contracts/ equity)
- People Management (founding team issues/ culture)
- Product Design (CAD/ industrial design)
- Software Development
- Startup/ Early Stage Business Strategy
- Venture Funding, pre-revenue
- Venture Funding, in revenue (by permission only)
- Visual Design (UI/ UX/ Logo/ Branding)

Highly requested areas of expertise include: Marketing, Accounting, Funding, Legal and Software Development

EEs must have a proven track record of success in their area of expertise, especially as it applies to guiding emerging companies. An online application and background check ($30 fee), and written contract are required.