

## Mentorship Guidelines for UvA Startup Founders

While you are studying on your course at the University of Amsterdam (UvA), as your mentor, I (Craig Lovelidge) aim to guide you on your entrepreneurial journey and equip you with tools, insights, and strategies for success. To maximise the value of our interactions, here are guidelines to ensure our sessions are professional yet enjoyable and productive.

### Preparation is Key

- **Come Prepared:**  
Review the agenda or topics beforehand and prepare specific questions or discussion points. This ensures we use our time effectively and focus on what truly matters to your growth.
- **Be Punctual:**  
Respect the schedule by being on time. Every minute counts, and starting late disrupts the flow and limits what we can achieve.
- **Bring Tools for Success:**  
Have a notebook, pen, or digital device ready to capture insights and ideas. Organised notes are invaluable for revisiting and implementing learnings. I (Craig) record meetings with an AI Notetaker so I can stay in the moment while talking. I share the full transcripts with you.

### Professionalism in Delivery

- **Meet Deadlines:**  
Whether it's a business presentation, pitch deck, or branding document, submit all deliverables on time. Mentoring relies on a steady rhythm and delays stall progress.
- **Present Quality Work:**  
Ensure your submissions are polished and thoughtful. Even if it's a draft, it should reflect your best effort at that point in time.
- **Show Accountability:**  
Take ownership of your responsibilities. If something isn't clear or seems challenging, communicate it openly rather than leave it incomplete.

### Engagement and Communication

- **Ask Questions:**  
Curiosity is your superpower. Don't hold back on asking even the most basic questions. If it matters to you, it's worth discussing.
- **Be Open to Feedback:**  
Critique is a stepping stone, not a setback. Be receptive to suggestions and constructive feedback—they're meant to sharpen your vision and execution.
- **Share Your Wins and Challenges:**  
Celebrate milestones, no matter how small, and communicate hurdles so we can tackle them together. Progress thrives on transparency.

## Mindset and Enthusiasm

- **Show Enthusiasm:**  
Bring energy and positivity to our sessions. Your attitude sets the tone and inspires creativity, collaboration, and mutual respect.
- **Be Proactive:**  
Take the initiative to explore tools like ChatGPT, Midjourney, and NotebookLM independently. Experimentation enhances learning and demonstrates commitment. I (Craig) openly use AI and use this to push our interactions together and propel your business!
- **Embrace the Process:**  
Success takes time. Be patient, persistent, and adaptable as we build your startup's foundation.

## Maintaining a Productive Dynamic

- **Respect Boundaries:**  
While our sessions are informal, maintain professionalism. Keep communication clear, concise, and relevant to your startup journey.
- **Set Goals Together:**  
At the start of each session, align on what we aim to achieve. Post-session, outline actionable steps to maintain momentum.
- **Collaborate, Don't Delegate:**  
Mentoring is a partnership. While I provide guidance, the legwork is yours. Fully engage in executing ideas and solutions.

## Fun and Fulfilment

- **Bring Your Personality:**  
Your individuality drives your brand. Let it shine in our discussions—it makes the journey more enjoyable and authentic.
- **Create an Inspiring Space:**  
Whether virtual or in-person, foster an environment that encourages creative thinking. A good vibe often leads to great ideas.
- **Celebrate Progress:**  
Take moments to acknowledge how far you've come, no matter the size of the achievement. It builds morale and keeps the journey exciting.