

MENTOR.ME

by EIT Digital



Nikolett Fohsz


MentorMe Program Lead



Dénes Csiszár

Acceleration Manager

Welcome to the info session!



*EIT Digital is running EU's largest deeptech ecosystem, joining **academia**, **innovation** and **startups** via education, incubation, acceleration and growth.*

*We drive towards a competitive digital Europe that is **inclusive**, **fair** and **sustainable**.*

We are looking for likeminded partners and collaborators in everything we do.

EIT Digital is an impact organization

Our ecosystem keeps growing

4 000+ talent pool

1 000+ investors

€300M+ EU funding

60 universities

350+ partners

21+ offices

500k MOOC learners

390+ startups

Hub in Silicon Valley



Goal of the MentorMe program

To make sure you get to the next stage with your startup and succeed.

Why do most startups fail?



*The critical years are
2nd and 3rd*

Why do most startups fail?



Participation in a program like MentorMe can increase chances by 10%.

Why do most startups fail?



***MentorMe is for
early-stage startups!***

***(Angel- to early Seed
Stage)***



Timing and Structure

Timing of Batch 4

	2025						2026					
	July	Aug	Sept	Okt	Nov	Dec	Jan	Feb	March	April	May	June
Batch 4												

4 core months

2 “light-touch” months

***Batch #4 starts on
the 15th of
September!***

Structure of a month

Mentoring Sessions

1 session per core topic

Team & team dynamics, Product-market fit, Investor relations and fundraising, Sales and marketing

Additional Help

HR, Marketing, Tech, UX audit (Month 2 – 5)

Master Classes

Events

Webinar (Month 3 – 4)

Online pitch to investors (Month 3, 4)

Startup events (based on availability)

Demo Day (Month 6)

Continuous Perks

Cloud services credits

Networking, introductions

Structure of a **month**

Mentoring Sessions

1 session per core topic

Team & team dynamics, Product-market fit, Investor relations and fundraising, Sales and marketing

Events

Webinar (Month 3 – 4)

Online pitch to investors (Month 3, 4)

Startup events (based on availability)

Demo Day (Month 6)

Core Mentor Calls

Recurring, every month

4 topics -> 4 sessions per months

For 4 months

First month is diagnosis, planning, expectations management

Continuous Perks

Light-touch months

2 sessions each 2 light-touch months

Follow-up and guidance

Based on startup needs

Structure of a month

Audits

Deep screening projects with multiple sessions, communications
Deliverable sent is a list of suggestions and recommendations

Master Classes

30-minutes deep dive sessions
We're open for topic suggestions!
1st topic: Calculating your CAC (Sept 24., 4PM CET)
Startup events (based on availability)

Additional Help

HR, Marketing, Tech, UX audit (Month 2 – 5)
Master Classes

Continuous Perks

Cloud services credits
Networking, introductions

Structure of a **month**

Core Mentoring Sessions

1 session per core topic

Team & team dynamics, Product-market fit, Investor relations and fundraising, Sales and marketing, Management

Events

Webinar (Month 3 – 4)

Online pitch to investors (Month 3, 4)

Startup events (based on availability)

Demo Day (Month 6)

Webinars

2 in 2025, announced in October
advisory (Month 2 – 6)

HR, Marketing, Tech, UX audit (Month 2 – 5)

Pitch sessions to investors

Based on mentor recommendation

3 startups each pitch every month

Continuous Perks

Startup events

Based on availability

Slush, EBAN Summit, etc.

Networking, introductions

Demo Day

To be announced – side event in Q1, '26

Structure of a month

Perks

Let us know what you need!

Cloud provider discounts

Startup credits with SaaS providers

Networking

Let us know what you need, who you need!

Mentors will also be proactive

Additional Help

HR, Marketing, Tech, UX audit (Month 2 – 5)

Master Classes

Continuous Perks

Cloud services credits

Networking, introductions

Month 1: Onboarding and Diagnostics

**Team Dynamics
Mentorship**

**Missing roles and
skills.**

**Product Market Fit
Mentorship**

**Product validation
assessment.**

**Investor Relations
Mentorship**

**Investment readiness
assessment.**

**Marketing and
Sales Mentorship**

**Marketing and Sales
assessment.**

Establish **SMART** mentoring goals and draw mentoring paths for each topic.

Agree on deliverables for the next session.

Month 2: Building the Core

Team Dynamics Mentorship

Missing roles and skills.

Co-founders vs. first hires.

Product Market Fit Mentorship

Product validation assessment.

Define lead cycles and vertical slices.

Investor Relations Mentorship

Investment readiness assessment.

Realistic investment plans.

Marketing and Sales Mentorship

Marketing and Sales assessment.

Unique selling point and finding your niche.

Check mentoring progress against established goals.

Agree on deliverables for the next session.

Month 3: Strategy and Execution

Team Dynamics Mentorship

Missing roles and skills.
Co-founders vs. first hires.

Scaling the team.

Product Market Fit Mentorship

Product validation assessment.
Define lead cycles and vertical slices.

Product roadmap and pivoting.

Investor Relations Mentorship

Investment readiness assessment.
Realistic investment plans.

Business plan, financial plan, pitch deck.

Marketing and Sales Mentorship

Marketing and Sales assessment.

Unique selling point and finding your niche.

Finding the right channels and messages.

Check mentoring progress against established goals.

Agree on deliverables till the next session.

Month 4: Strategy and Execution

Team Dynamics Mentorship

Missing roles and skills.
Co-founders vs. first hires.
Scaling the team.

Emotional price, work-life balance and motivation.

Product Market Fit Mentorship

Product validation assessment.
Define lead cycles and vertical slices.
Product roadmap and pivoting.

First release, MVP, gold release.

Investor Relations Mentorship

Investment readiness assessment.
Realistic investment plans.
Business plan, financial plan, pitch deck.

Credible investment roadmap.

Marketing and Sales Mentorship

Marketing and Sales assessment.
Unique selling point and finding your niche.
Finding the right channels and messages.

Measuring, fine-tuning and execution.

Review all deliverables.

Set goals for 2 light-touch months.

Months 5-6: Mentoring to meet goals

Define rhythm and goals in Month 4.

Follow-up months to make sure the team stays in direction.

Office hours to solve ad-hoc problems.

A woman with dark hair pulled back, wearing a white collared shirt and a dark red blazer, is shown in profile from the chest up. She is looking out of a window at a city skyline at night. The background is filled with blurred lights and building silhouettes, creating a bokeh effect. The overall color palette is dark with blue and white highlights from the city lights.

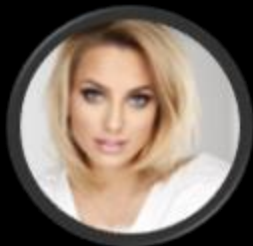
Mentors and Speakers

Core Mentors

Team Dynamics



Fabrizio Della Pace



Nikolett Fohsz



Andrea Lorenzin



Donát Dékány



Andrea Biancini



Dénes Csiszár

Marketing



Ben Colson



Federico Guerini



Raul Morillejo

Fundraising



Daniel Auriel



Jari Mieskonen



Tomas Pulido

More at: <https://www.eitdigital.eu/mentorme-program/speakers-mentors>

Past Speakers



**Consuelo Vanderbilt
Costin**
CEO and Co-Founder of
SohoMuse



Eszter Csillag
Athlete, Ph.D in art
history, HKU



Candace Johnson
Chair Seraphim Space
Advisory Board and
Partner, Member of the
Board NorthStar Earth &
Space and SES-imagotag



Linnar Viik
Founder PoCo | Nato
Advisory board member



Mischa Zverev
Tennis Professional and
Entrepreneur, Founder
M22.ai & tiebreak-
ventures.com

***Batch-4 Speakers to be
announced in October!***

Terms and Conditions

Two options to join

Equity-based model

3% equity

EIT Digital is a passive shareholder, with “founder-level” shares

Program fee-based model

€ 33 000 participation fee

Custom discounts available

Female founders, Impact startups, DeepTech startups, EIT Digital portfolio, EIT Digital partner spinoffs, EIT Digital Master School students

Apply here now!

Batch #4

Application Deadline: 9th of September

Program Starts: 15th of September

Only 6 more seats are available!

<https://www.eitdigital.eu/mentorme-program>

nikolett.fohsz@eitdigital.eu

Welcome to the MentorMe Program!

Unlock the potential of your startup with **EIT Digital's MentorMe Program** - an exclusive initiative designed to empower early-stage entrepreneurs through expert mentorship. This programme connects you with seasoned industry leaders who will guide you through business strategy, innovation, and growth challenges.

Gain personal insights, access to an expansive network, and actionable advice to accelerate your startup's success. Join us to scale your vision, refine your roadmap, and turn challenges into opportunities.

Info Session

September 3, 2025

[REGISTER HERE](#)

Join the next batch!

[ENROLL NOW](#)