

MOBpreneur MENTORING PROGRAM

April – May 2026



| MOBpreneur



What is the MOB Learning Experience?

Participants learn entrepreneurship through short, practical lessons sent through WhatsApp.

Each week, the MOB chatbot delivers learning modules that include:

- simple explanations
- real-world examples
- reflection questions
- small exercises entrepreneurs can apply immediately to their business.

5 Modules:

1. Business Planning & Strategy
2. Business Finances
3. Marketing & Customer Development –
4. Leadership & Team Building
5. Technology & Innovation

Supporting the Next Generation of Entrepreneurs

MOBpreneur is a mobile-first entrepreneurship learning program designed to help aspiring entrepreneurs and early-stage business owners develop practical business skills through short learning modules delivered directly via WhatsApp.

The program combines mobile learning through the MOB (Mobile Business Buddy) chatbot with mentor support, helping participants turn learning into real progress in their businesses.

We are inviting experienced entrepreneurs, professionals, and business experts to join the program as mentors.





Meet the Partners

MOBpreneur is a movement toward a more inclusive and innovative approach to education for small business leaders.

- Tech Breeze (Romania)
- DEVELOPIA (Spain)
- Servin (Italy)
- CD Univerzum (Slovenia)
- We Are Entrepreneurs (Denmark)

The Role of Mentors

Mentors support entrepreneurs in applying what they learn through the mobile program to their own business situations.

Mentors are not expected to lecture or teach the course content. Instead, they help participants:

- reflect on what they learned through the WhatsApp modules
- identify challenges and opportunities
- define practical next steps

Mentors act as guides and sounding boards, helping entrepreneurs move from learning to action.

What Mentors Will Do

Mentors will work with a small group of entrepreneurs (2 participants) during the program. Responsibilities include:

- Facilitate 5 weekly mentoring sessions (online/offline as it suits best)
- Help entrepreneurs apply course topics to their business
- Ask questions that encourage reflection and decision-making
- Support participants in defining small action steps each week
- Share experience and practical insights when relevant
- Fill in the short tracking sheet and answer the mentoring program evaluation questionnaire

SOCIAL MEDIA:

Facebook:

<https://www.facebook.com/people/MOBpreneur-European-Project/61569353720769>

LinkedIn:

<https://www.linkedin.com/company/mobipreneurproject>



What will be provided

1. Mentor Orientation Brief
2. Weekly Session Structure Template
3. Overview of the 5 Learning Modules
4. Progress Tracking Sheet
5. Evaluation Questionnaire

Time Commitment

Mentors will arrange and facilitate:

- 5 mentoring sessions (1 per week, 60 minutes each)
- 1 short mentor briefing session before the program starts

The total time commitment during the program is approximately 7–10 hours.

Why Become a MOBpreneur Mentor?

Mentors will have the opportunity to:

- support emerging entrepreneurs
- contribute to an innovative mobile learning approach to entrepreneurship
- connect with a diverse entrepreneurial community
- be featured in the project and partner social media and websites

Who We Are Looking For

We welcome mentors who have:

- experience running a business or working with entrepreneurs
- practical knowledge in areas such as marketing, strategy, finance, innovation, or leadership
- interest in supporting early-stage entrepreneurs

If you are interested in becoming a MOBpreneur mentor, we would love to hear from you. Contact us to learn more and join the program.

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