



MOBIPreneur Mentoring Program

1. Mentor Orientation Brief

What is MOBIPreneur?

MOBIPreneur is a mobile-first entrepreneurship learning program delivered through WhatsApp (MOBI chatbot), combined with mentoring support.

Participants learn through:

- short, practical lessons
- micro-actions applied to their business
- continuous guidance through the chatbot

Each mentor will help 2-3 mentees as a group. You are a facilitator of action and decision-making. Your role is to:

- help participants apply what they learn
- challenge unclear thinking
- guide them toward focus and priorities
- ensure they take concrete steps each week
- share your experience and advice

Mentoring Structure (5 weekly group sessions, 1 hour each session)

Session 1. Setup & Direction

- define a clear 5-week goal
- clarify starting point
- identify main challenge
- define focus for next week
- schedule next sessions

Sessions 2-4. Progress & Application

Each session focuses on:

- what was done
- what changed
- what blocked progress
- what to do next

Always end with a clear next action + deadline.

Session 5. Outcome & Reflection

- review progress
- assess goal achievement
- identify key results



MOBIpreneur Mentoring Program

Mentor Orientation Brief

What Success Looks Like

This is a successful mentoring process:

- participants take action every week
- decisions become clearer and faster
- learning is applied to real business situations
- measurable progress is visible

What MOBI Helps Entrepreneurs Figure Out

Module 1

Will this business work, and how do I start without wasting time?

Key questions:

- Will anyone actually pay for this idea?
- How do I explain my idea so people immediately get it?
- Is this the right path for me right now?
- How do I set goals I'll actually follow through on?
- What's the simplest way to start and test this (MVP)?
- What would it realistically cost to get started?
- How do I know whether to continue or change direction?

Module 2

How do I manage my money so I don't go broke while building this?

Key questions:

- How do I build a simple budget I'll actually use?
- What do I do when income is irregular?
- What can I cut, keep, or grow to make my business more profitable?
- What do I do when clients pay me late?
- What numbers should I track every month?
- How do I fund my business?
- Is investment even right for me or will it create pressure I don't want?



MOBIpreneur Mentoring Program

Mentor Orientation Brief

Module 3

How do I get people to notice, trust, and buy from me without sounding salesy?

Key questions:

- How do I explain my value so people pay attention?
- Who should I target first?
- Where should I show up to reach the right people?
- What makes my offer different?
- How do I create content that actually leads to sales?
- How do I sell without feeling pushy?
- How do I turn interest into paying customers?

Module 4

How do I grow with people without burning out or losing control?

Key questions:

- How do I find the right people to work with?
- What should I look for when hiring or collaborating?
- How do I keep people motivated and engaged?
- How do I handle conflict or difficult situations?
- How do I avoid burnout while growing my business?

Module 5

How do I use tools and tech to save time and grow smarter?

Key questions:

- What tools do I actually need to grow my business?
- How can AI help me save time or make better decisions?
- What can I automate in my business right now?
- How do I keep my data safe and avoid risks?
- How do I stay focused without chasing every new tool?
- What do I need to know about GDPR when using digital platforms?
- How do I keep my business data safe from hackers or accidents?



MOBIpreneur Mentoring Program

2. Weekly Session Structure Template

Session 1

Goal Setting and alignment

1. Participant Overview

- Name:
- Business / Idea:

2. Define 5-Week Goal

What do you want to achieve in the next 5 weeks? (Concrete and measurable)

3. Starting Point

Where are you right now? (brief, factual)

4. How MOBI Will Support

Which areas of the MOBI learning will be most relevant?

- ☐ Business Strategy. Testing business idea.
- ☐ Managing Finances. Budgeting. Funding.
- ☐ Marketing. Sales. Tracking clients.
- ☐ Managing team. Leadership.
- ☐ Digital tools for business. GDPR. Cybersecurity. Use of AI. Innovation.

How will you use it?

5. Identify Main Challenge

What is your biggest challenge right now?

Type:

- ☐ Clarity
- ☐ Skills
- ☐ Execution
- ☐ External

6. Define First Action

ONE clear action before next session:

Deadline:

7. Schedule Next Sessions. Define the day and time for next 4 sessions.



MOBIpreneur Mentoring Program

Weekly Session Structure Template

Sessions 2–4

Progress & Application

1. MOBI Module Topic Covered

(e.g. Strategy, Finance, Marketing, etc.)

Was the mentee using MOBI chatbot and video lessons?

Were there any difficulties? What needs more explanation or practical training?

2. Action Committed (Last Session)

What was done during the past week? Was the planned action done?

3. Key Change This Week

What actually changed? (be specific)

4. Main Challenge This Week

5. Next Action

6. Deadline

7. Confirm the next session.



MOBIpreneur Mentoring Program

Weekly Session Structure Template

Session 5

Final Review & Outcome

1.. MOBI Module Topic Covered

(e.g. Strategy, Finance, Marketing, etc.)

Was the mentee using MOBI chatbot and video lessons?

Were there any difficulties? What needs more explanation or practical training?

2. Action Committed (Last Session)

What was done during the past week? Was the planned action done?

3. Key Change Over the Program

What has improved or changed during the 5 weeks?

4. Main Challenge (Final)

5. Final Result

Was the 5-week goal achieved?

Describe the result:

6. Key Outcome (for reporting)

Tick all that apply:

- ☐ Clarified business direction
- ☐ Took action with customers
- ☐ Improved pricing / finances
- ☐ Implemented marketing actions
- ☐ Used digital tools / AI
- ☐ Made a key business decision



MOBIpreneur Mentoring Program

3. Mentors Tracking Log

The Progress Tracking Log is a simple tool designed to help mentors keep sessions focused on real progress, not just discussion.

It allows mentors to track each participant's:

- weekly actions and whether they were completed
- key changes and progress made
- main challenges and blockers
- next steps with clear deadlines

The log ensures that every session leads to concrete decisions and measurable actions, supporting consistency across the mentoring process.

It also helps capture evidence of progress and behaviour change, which is essential for evaluating the impact of the program.