AWS EdStart
Mentorship Resource Guide

Welcome to the AWS EdStart Mentorship Resource Guide (the "Guide"). This Guide contains best practices, suggestions, information, and the terms and conditions ("Terms and Conditions") for participation in the AWS EdStart Mentorship program (the "Program"). The Program aims to foster collaboration between experienced industry leaders and EdTech startups. Great Mentors often contribute to the long-term success of startups. Mentors can assist with opening doors, removing barriers, and providing guidance on how to identify risk, which can help startups succeed faster.

This Guide includes responsibilities, best practices, and frequently asked questions. Please direct all additional questions to Katie Herritage, Sr. Programs Manager, AWS Education at herritaq@amazon.com.

By participating in the AWS EdStart Mentorship program you agree to abide by the Terms and Conditions.

Contents

Introduction

A major component of the AWS EdStart program is community. It is designed to foster mutually beneficially relationships between EdTechs, industry leaders, and EDU customers, as well as create a welcoming environment for EdTech startups that encourages industry disruption. We believe that we can better achieve these objectives by promoting mentorship.

Our mentors include individuals who possess education industry, investment, and entrepreneurial experience. Mentees will be matched with volunteer mentors who can help them with their immediate and long-term goals. Whether it is technical in nature, strategic growth, or general guidance, mentors can share their wisdom and help mentees charter an easier path to growth and success.

An AWS EdStart mentor ("Mentor") can provide support, assess plans, and assist in obtaining the experience necessary to move business forward faster. AWS EdStart mentees ("Mentees") can gain many insights, resource, and introductions that would often be challenging without a mentor. It is recommended that Mentees meet with their Mentors at least once a month for six consecutive months. However, the exact cadence is up to the Mentees and Mentors to arrange.

We leave the meetings' focus and cadence up to the Mentors and Mentee to establish. The AWS EdStart support team will conduct periodic inquires along the way to ensure the meetings are beneficial, but we will not be regimenting the mentoring relationship.

Best Practices

Mentee

A mentee is a pupil seeking guidance from a more experienced teacher in order to foster personal growth or help his/her business. Mentees possess the ambition and desire to absorb valuable knowledge and accelerate their own understandings. It is their responsibility to apply, practice, and demonstrate what has been learned. Mentees are responsible for driving the relationship, determining the type guidance that is needed, and the frequency in which it is given. Several traits that will help you to be an effective Mentee are:

- **Open Communication** -   Building trust and spending adequate time getting to know one another often leads to honest and open dialogue. Remember to maintain a professional relationship and set expectations for what you and your Mentor are seeking to develop from the relationship. Understand and set guidelines for confidentiality between you.

- **Asking open ended questions** - You will receive greater detail and information by asking questions that do not require a yes or no answer.

- **Request feedback** - Mentors will provide advice so request feedback on areas you could improve or on things to consider.

- **Speak in specifics** - Avoid speaking in the abstract as this can lead to confusion. Whenever possible, provide clear, concise, and exact descriptions. This will help ensure your Mentor understands the issue and may provide relevant advice.

Mentor

A Mentor is an adviser who shares valuable information and resources with a less experienced person or company. Mentors share knowledge with others to help them achieve their goals. Mentors can act as a sounding board, coach, and teacher. They share useful knowledge about EdTechs, industry trends, best practices, shortcuts, and experiences. Here are the main responsibilities of a Mentor:

- **Motivate** – Mentors are more effective when they inspire their mentees. Help your Mentee to find importance in what he or she aspires to do and encourage your Mentee to create a future vision.

- **Be an active listener** – Try to ensure your Mentee feels he or she has been clearly heard and understood. To demonstrate active listening ask lots of open-ended questions and show interest in things your Mentee has mentioned in the past.

- **Share similar experiences** – Mentors are not expected to be superheroes. Try to share examples of challenges and anecdotes about issues and challenges you faced that may be similar to ones your Mentee is experiencing.

- **Confidentiality and Communication** – Establish clear guidelines for the exchange of information between you and your Mentee. You may want a promise of confidentiality or similar written agreement in place.

Tips for Navigating the Mentor and Mentee Relationship

Mentee Tips for Effective Mentoring
- Schedule regular meetings with your Mentor virtually or in person
- Ask strategic open-ended questions that satisfy the goals set between you.
- Be mindful of your Mentor's limits and boundaries.
- Demonstrate your comprehension of shared knowledge.

Getting Acquainted

An important part of getting acquainted with your Mentor is determining compatibility. You should schedule an initial one-on-one session to informally get to know each other. If you sense poor chemistry or mismatched priorities and worry that it might get in the way of productive mentoring discussions please notify the AWS EdStart Team at awsedstart@amazon.com.

Set Your Goals and Summarize Completed Sessions

After you have become acquainted and confirmed the match, you should start to set goals with your Mentor. We encourage Mentees to take charge of setting pace and direction. After each meeting, you may want circulate a summary that highlights new action items and goals. Here are a few questions to consider when establishing your objectives:
- What are your goals for the mentoring relationship?
- How will you know if you reached these goals?
- What challenges do you anticipate?
- How often would you like to meet?
- What is the best method for communicating your needs and receiving guidance?

Provide Regular Feedback

You may receive surveys from the AWS EdStart team regarding your experience in the Program. Your feedback will help the team learn how to serve you better and may help us improve the Program.

Do Not Lose Sight of Your Goals

There might be times during your mentorship experience when progress seems to stagnate and you need to re-energize. At such times, try the following:

- Revisit the goals set between Mentor and Mentee in the beginning of your engagement. Are you on course?
- Could you do something better? Enthusiasm can help you both move forward.
- Do you think you need to extend the mentoring period? Is there more to learn?
- Your mentorship experience will be more successful if you both regularly reaffirm goals and commitment.

Mentor Tips for Effective Mentoring

- Demonstrate interest, helpful intent, and involvement. When you talk with your Mentee, clear your mind of unnecessary thoughts so that you provide your undivided attention.
- Establish rapport by learning or remembering pertinent information about your Mentee's business and goals.
- Focus on strengths and potentials rather than limitations.
- Maintain contact with your Mentee. Sending a short email or phone call can make a big difference.
- Be available and keep your appointments.
- Follow up on your Mentee's progress. This may help your Mentee stay accountable for commitments and goals.
- Engage in active listening.
- Provide constructive feedback to help your Mentee see alternative ideas and encourage growth.

Provide Networking Tips

In your daily life, you probably network all the time simply by meeting, connecting, and keeping in touch with others. Your Mentee likely realizes it is important to develop and maintain a strong network and would appreciate hearing your personal approach. Some suggestions on how to help:

- Let your Mentee know how networking has helped you advance your business.
- Share your techniques for starting conversations, such as an opening line when meeting people or a list of get-to-know-you questions.
- Consider sharing a few contacts that may help your Mentee reach his or her goals.

Mentee Checklist

- ☐ Send initial email introduction to assigned Mentor
    - o Include your contact information, company webpage, company description, and high level overview of your mentorship goals
    - o Ask for a few convenient times to have a short introductory call

- ☐ Schedule an introductory call with your Mentor
    - o Be mindful of time zones and schedule at a convenient time for your Mentor

- ☐ Meet with your Mentor
    - o Make sure you are on time and in a position to speak about yourself and your company
    - o Drive the conversation and decide if there is a match between you and your Mentor.
    - o Establish next steps.
    - o Establish goals for the relationship and the frequency of meetings.

- ☐ Send a follow-up email recapping the conversation and outline the strategy for moving forward.

- ☐ Begin meeting with your Mentor regularly.

- ☐ Periodically conduct a status meeting with your Mentor to review your goals and how you are progressing towards them.

Frequently Asked Questions

Mentor

1. How are Mentors identified?
    a. Mentors are nominated by AWS employees and go through a vetting process designed to choose Mentors committed to the success of the EdTech industry.

2. Can I have more than one Mentor?
    a. The AWS EdStart Team will only match you with one Mentor at the time. If you have completed your mentorship, or you do not feel a strong match, and would like to be matched with another Mentor, please let the team know and we will match you with another Mentor.

3. Are there any costs associated with the Program?
    a. No, the mentorship experience is a complimentary and voluntary feature of the program.

4. Are the Mentors paid by AWS?
    a. No, Mentors are not compensated by AWS. They may receive benefits such as invitations to AWS EdStart events but they do not receive financial incentives from AWS for their participation in the Program.

Mentee

1. What happens if you do not hit it off with your Mentee?
    a. If you worry that there is a personality conflict or misaligned goals that would prevent a productive mentoring relationship then please bring your concern feel free to contact AWS EdStart Team. It is better to discover an imperfect match early.

2. How should we help our Mentee set goals?
    a. It is important to set concrete goals with your Mentee. We encourage Mentees to take charge of setting pace and direction, and to explore with you how you can help them attain goals. One way you can help is by holding your Mentee accountable for developing and recording goals. After each meeting, you and your Mentee should record a summary in order to form new action items and goals.

3. What types of goals should Mentees set?
    a. Take a moment to reflect on your own personal goals. Beyond the rewards of helping to shape another's growth, is there anything you, as a Mentor, wish to develop? Do you want to become a better communicator, listener, or leader? Are you seeking greater self-awareness and fresh perspectives? You will get more out of Mentoring if you keep your goals in mind from the start. If your Mentee has difficulty expressing goals then consider asking the following questions:
        i. What are your goals for this Mentoring relationship? (e.g., competency development, career advancement, leadership skills development, gain knowledge in a particular topic area, etc.)
        ii. How will you know if you reached these goals? (e.g., improved performance, promoted, attained a new credential, etc.)
        iii. What challenges can you anticipate? (e.g., availability of advancement opportunities, need to further formal education, time needed to develop a new skill or competency)

AWS EdStart Mentorship Program Terms and Conditions

These AWS EdStart Mentorship Terms & Conditions (these "**Terms**") contain the terms and conditions that govern your participation in the AWS EdStart Mentorship program (the "**Program)** and represent an agreement between Amazon Web Services, Inc. ("AWS", "we", "us", or "our") and you and the institution or entity you represent ("you" or "your"). These Terms take effect the earlier of when you complete the check the "I Accept" box on the AWS EdStart application form or complete AWS EdStart Mentor Assessment ("Effective Date"). These Terms include any additional terms that may apply to participation in the Program, including the AWS EdStart Program, requirements contained in the welcome letter relating to the program ("**Welcome Letter**"), and other requirements related to the Program ("**Program Guide**"). The parties agree as follows:

1. Program.

1.1 Program Benefits. If you join the Program, you may receive certain benefits from time-to-time as determined in AWS's sole discretion. You may be required to accept additional terms and conditions before receiving these Program benefits. Such additional terms and conditions may be related to either local AWS EdStart events or third parties supporting the Program and can include, for example, terms and conditions governing AWS EdStart membership, or other Program components. By participating in the Program, you consent to AWS's disclosure of information you provide to us in connection with the Program to other participants in the Program including all mentors and mentees. All Program benefits you receive are personal to you (or the institution or entity you represent). You may not sell, license, rent, or otherwise transfer any Program benefits unless expressly provided in these Terms and approved by AWS in writing. Program benefits are void in the event of fraud, misuse, or failure to comply with these Terms.

1.2 Discloser of Participation. You consent to AWS's disclosure of any information you provide to us in connection with the Program to other Program participants, including your name, email address and contact information. AWS is not a party to any transaction, engagement, or agreement reached between you and any other participant of the Program. If there are separate terms for an offer extended by a Program participant to another, AWS will not be a party to those terms. AWS IS NOT RESPONSIBLE FOR ANY OFFER MADE BY A PARTICPANT OF THE PROGRAM TO ANOTHER PARTICIPANT AND HAS NO CONTROL OVER AND DOES NOT GUARANTEE THE QUALITY, SAFETY, OR LEGALITY OF ITEMS ADVERTISED, THE TRUTH OR ACCURACY OF SUCH OFFERS, OR THE ABILITY OF SELLERS TO OFFER THE PROGRAM PARTICIPANT'S OFFER.

1.3 Program Changes. We may change or discontinue the Program or any aspect of it, including these Terms, at any time in our sole discretion, including without limitation, changing or discontinuing any benefits offered under the Program.

1.4 Consent to Participate: We rely on your consent to process personal data you provide to us in connection with your participation in the Mentorship Program, including our disclosure of this personal information to other Mentorship Program participants for the purpose of introducing mentors and mentees. You don't have to provide your consent and can withdraw it at any time, but if you do not provide us with your consent, we will be unable to progress your application to participate in the Mentorship Program.

2. Disclaimers.
THIS PROGRAM AND ALL MATERIAL PROVIDED IN CONNECTION WITH THE PROGRAM IS PROVIDED "AS IS." WE AND OUR AFFILIATES AND LICENSORS MAKE NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE REGARDING THE PROGRAM, PROGRAM BENEFITS,

PROGRAM MATERIALS, OR THESE TERMS. EXCEPT TO THE EXTENT PROHIBITED BY LAW, WE AND OUR AFFILIATES AND LICENSORS DISCLAIM ALL WARRANTIES, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY, SATISFACTORY QUALITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, OR QUIET ENJOYMENT, AND ANY WARRANTIES ARISING OUT OF ANY COURSE OF DEALING OR USAGE OF TRADE.

3. Limitation of Liability.

YOU ACKNOWLEDGE AND AGREE THAT AWS AND OUR AFFILIATES AND LICENSORS WILL NOT BE LIABLE TO YOU FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR EXEMPLARY DAMAGES (INCLUDING DAMAGES FOR LOSS OF PROFITS, REVENUES, CUSTOMERS, OPPORTUNITIES, OR GOODWILL), EVEN IF A PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. FURTHER, NEITHER AWS NOR ANY OF OUR AFFILIATES OR LICENSORS WILL BE RESPONSIBLE FOR ANY COMPENSATION, REIMBURSEMENT, OR DAMAGES ARISING FROM OR IN CONNECTION WITH THE PROGRAM.

4. Miscellaneous.

4.1 Publicity and Reference Rights.

You will not misrepresent or embellish the relationship between us and you (including by expressing or implying that we support, sponsor, endorse, or contribute to you or your business endeavors), or express or imply any relationship or affiliation between us and you or any other person or entity except as expressly permitted by these Terms. You will serve as a reference for AWS and the Program, and allow AWS to: (a) use your name and organization logo (provided promptly by you to AWS, upon our request) on the Program Site (or AWS site) and any subpages and in public announcements, customer lists, commercial presentations, flyers, brochures, newsletters and other marketing collateral (the "**Items**"), and (b) reproduce, publish, distribute and translate, for advertising, merchandising and publicity purposes, all or any part of the Items.

4.2 Notice.

(a) To You. We may provide any notice to you under these Terms by: (i) posting a notice on the Program Site; or (ii) sending a message to the email address we have on file for you. Notices we provide by posting on the Program Site will be effective upon posting and notices we provide by email will be effective when we send the email. It is your responsibility to keep your email address current. You will be deemed to have received any email sent to the email address then associated with your account when we send the email, whether or not you actually receive the email.

(b) To Us. To give us notice under these Terms, you must contact AWS as follows: (i) by facsimile transmission to +1 206-266-7010; or (ii) by personal delivery, overnight courier, or registered or certified mail to Amazon Web Services, Inc., 410 Terry Avenue North, Seattle, WA 98109-5210, Attn: General Counsel. We may update the facsimile number or address for notices to us by posting a notice on the Program Site. Notices provided by personal delivery will be effective immediately. Notices provided by facsimile transmission or overnight courier will be effective one (1) business day after they are received. Notices provided by registered or certified mail will be effective three (3) business days after they are sent.

(c) Language. All communications and notices to be made or given related to the Program must be in the English language.

4.3 Confidentiality. You agree that AWS is not responsible for any information shared between Mentors and Mentees and waive any claims against AWS for any damages that occur as a result of information exchanged by and between Mentors and Mentees.