



Could your startup benefit from a team of mentors?

We'd love to hear from you.

Milwaukee is gaining momentum as a destination for startup founders. To get to the next level, we must cultivate the next generation. That's where you come in.

The Metropolitan Milwaukee Association of Commerce (MMAC) is launching a new mentorship program. If you and your startup could benefit from a **team of mentors** who have hands-on **experience successfully scaling their businesses**, we'd love to hear from you.

How does it work?

- Free and confidential mentoring service for entrepreneurs in the Milwaukee community – connect entrepreneurs with a team of carefully selected mentors to help scale their startups
- Focus on scalable, venture-backable startups at various stages of growth
- We match each startup with a team of 2-4 mentors with diverse skillsets to meet the founder's needs. Mentors are experienced leaders with successful startup experience

What's in it for you?

- Mentor teams help you with all aspects of building a startup. Your venture can be at any stage for any industry or technology. Our goal is your success and development as an entrepreneur.
- All interactions are confidential and under nondisclosure. Mentors follow a strict code of ethics. This is a free service, and mentors do not take equity.
- All business decisions remain under the full control of the participating entrepreneur. In other words, we are here to help; we cannot do it for you. We provide practical mentoring that is focused on what your next steps should be.
- The frequency of meetings and length of participation are up to the mentee. There is no time limit on our mentoring.

Who should apply?

- Startup founders in the Milwaukee area
- Startups should be scalable, venture-backable
- Startups should be established businesses with some revenue
- Entrepreneurs are expected to commit to a sustained relationship with the mentorship program and to be professional, open and responsive to the volunteer mentors who work with them.

What's the process?

- To apply, submit application at mmac.org/startups.html. All identified proprietary information provided by applicants will be kept strictly confidential. We will review your form and if additional information is required, we will contact you and potentially set up an interview.