

**DIGITAL ARTS  
TECHNOLOGY  
ACADEMY**

**Cathedral City High School**



**Entrepreneurship Mentoring  
Handbook  
2021-2022**

## TABLE OF CONTENTS

### **CONTACT INFORMATION & SCHEDULES**

---

CONTACT INFORMATION, HOLIDAYS & BELL SCHEDULE	5
CATHEDRAL CITY HIGH SCHOOL MAP	6
STUDENT CONTACT INFORMATION	7

### **MENTOR ORIENTATION**

---

MENTOR PROGRAM ORIENTATION AGENDA	
OVERVIEW & OBJECTIVES OF MENTORING PROGRAM	10
BENEFITS OF MENTORING	10
EFFECTIVE MENTORING RELATIONSHIP	13
RELATIONSHIP DEVELOPMENTAL PROCESS	16

### **MENTOR MEETING ACTIVITIES**

---

INTRODUCTIONS, ICE-BREAKERS, REVIEW HANDBOOK, BRAINSTORM BUSINESS IDEAS	11
SUMMARY OF BUSINESS	12
MARKETING PLAN	13
MANAGEMENT PLAN	14
FINANCIALS	15



**DIGITAL ARTS TECHNOLOGY ACADEMY**

---

Mentoring Program

# Contact Information

## At-a-Glance Mentor Program Schedule 2021-2022

Mentor-student meetings are scheduled on the 3<sup>rd</sup> Thursday of each month. Mentors must reschedule the missed meeting on an alternate day with their students *during the same month* as the original meeting date.

Month	Meeting Topic	Schedule Date/Time	Location	Description
August			703	
September	SkillsUSA Requirements Review entire document Session 1 Brainstorm Business Ideas	Thursday, Sept. 16, 2021 11:15 am-12:15pm	703	
	Complete Section 1 turned in to google drive	Thursday Oct. 15, 2021		
October	Session 2 Review Section 1 Work on Section 2-Summary of Business	Thursday, Oct. 21, 2021 11:15am-12:15pm	703	
	Complete Section 2	Thursday Nov.		
November	Session 3- Marketing Plan	Thursday, Nov. 18, 2021 11:15am-12:15pm	703	
	Complete Section 3	Thursday		
December	Session 4- Management Plan	Thursday, Dec. 16, 2021 11:15 am-12:15pm	703	
	Complete Section 4			
January	Session 5- Financials	Thursday, Jan. 20, 2022	703	
	Complete Section 5			
February	Speaker Series	Thursday, Feb. 17, 2022 11:15am-12:15pm	703	
March	Speaker Series	Thursday, Mar. 17, 2022 11:15am-12:15pm	703	
April	Speaker Series	Thursday, Apr. 21, 2022 11:15am-12:15pm	703	
May	Speaker Series		703	

## Contact Information, Holidays, and Bell Schedule

**Cathedral City High Office Hours: 7:00 am – 3:30 pm**

**69250 Dinah Shore Dr. CA 92234**

**(760) 770-0100**

**CCCHS Website:** <https://catcityhigh.com>

**DATA Website:** <https://digitalartstechacademy.us>

**Marian Stahl DATA Counselor**

**Email: mstahl@psusd.us      Cell: (760) 702-7244      Work: 760-770-0124**

**Xenia Bremseth Work Base Learning Coordinator (760) 770-0100 x1490**

**School Year Dates:** Aug 5<sup>th</sup> 2020 – June 4<sup>th</sup>, 2021

**Semester 1:** 8/5/2020-12/18/2020      **Semester 2:** 1/11/2021-6/4/2021

**Labor Day:** September 7<sup>th</sup>

**In-service Day:** October 12<sup>th</sup>

**Veteran's Day:** November 11<sup>th</sup>

**Thanksgiving Break:** November 23<sup>rd</sup> – 27<sup>th</sup>

**Winter Break:** December 21<sup>st</sup> - January 8<sup>th</sup>

**Martin Luther King Jr. Day:** January 18<sup>th</sup>

**President's Day/ Washington's Day:** February 12<sup>th</sup> & 15<sup>th</sup>

**Spring Break:** March 29<sup>th</sup>- April 9<sup>th</sup>

**Memorial Day:** May 31<sup>st</sup>

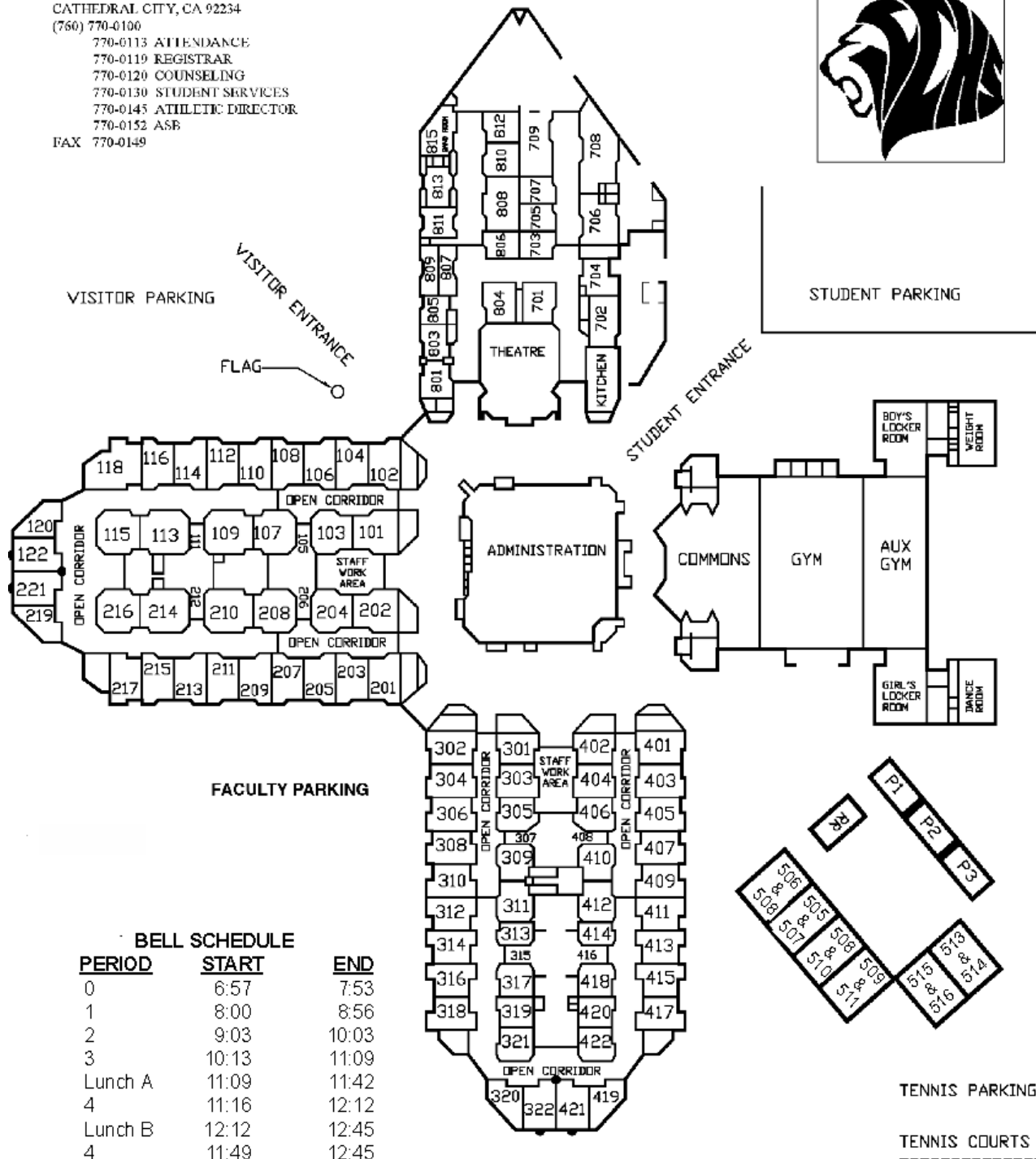
### CATHEDRAL CITY HIGH SCHOOL BELL SCHEDULE:

<b>Regular Schedule (Mon., Tues., Thurs., &amp; Fri.)</b>		<b>Collaboration Day</b>	<b>Wednesdays</b>
Period 0	6:55am-7:54am	Period 0	None
Period 1	8:00am-8:59am	Period 1	9:35am-10:18am
Period 2	9:05am-10:04am	Period 2	10:24am-11:07am
Period 3	10:10am-11:11am	Period 3	11:13am-11:59am
Period 4	11:15am-12:15pm	Period 4	12:05pm-12:48pm
Lunch	12:15pm-12:52pm	Lunch	12:48pm-1:24pm
Period 5	12:58pm-1:57pm	Period 5	1:30pm-2:13pm
Period 6	2:03pm-3:02pm	Period 6	2:19pm-3:02pm
Period 7	3:08pm-4:07pm	Period 7	3:08pm-3:51pm

# CATHEDRAL CITY HIGH SCHOOL

69-250 DINAII SHORE DRIVE  
 CATHEDRAL CITY, CA 92234  
 (760) 770-0100

770-0113 ATTENDANCE  
 770-0119 REGISTRAR  
 770-0120 COUNSELING  
 770-0130 STUDENT SERVICES  
 770-0145 ATHLETIC DIRECTOR  
 770-0152 ASB  
 FAX 770-0149



**BELL SCHEDULE**

PERIOD	START	END
0	6:57	7:53
1	8:00	8:56
2	9:03	10:03
3	10:13	11:09
Lunch A	11:09	11:42
4	11:16	12:12
Lunch B	12:12	12:45
4	11:49	12:45
5	12:52	1:48
6	1:58	2:54
7	3:01	3:57

DRAWN BY CCHS CAD II STUDENTS:  
 ZACK VANNDY  
 BRANDON BULLEN

## Mentee Contact Information

### Student 1

Name:	
Birthday:	
E-mail:	
Cell Phone:	

### Student 2

Name:	
Birthday:	
E-mail:	
Cell Phone:	

### Student 3

Name:	
Birthday:	
E-mail:	
Cell Phone:	

### Student 4

Name:	
Birthday:	
E-mail:	
Cell Phone:	

### Student 5

Name:	
Birthday:	
E-mail:	
Cell Phone:	

# **Mentor Guide**



## OVERVIEW & OBJECTIVES

### PROGRAM OVERVIEW:

Students participating in this Mentorship Program are 11th graders in the Digital Arts Technology Academy (DATA).

The DATA mentorship program is a nine-month commitment. Meetings are once a month for one hour and take place at Cathedral City High School.

### PURPOSE AND OBJECTIVES OF THE DATA MENTORING PROGRAM:

The purpose of the mentoring program is to help students make informed decisions, identify career paths, and promote personal growth while practicing professional networking skills.

### THE RESPONSIBILITIES OF A DATA MENTOR

**Make time:** Since mentors have all the dates and times in advance, we ask that you commit to every meeting. When students don't participate they miss the opportunity to benefit from the activities and bond with their mentor.

In case of an unavoidable conflict, we ask that mentors schedule an *alternate meeting date with students during the same week, and, if possible, notify the students and DATA counselor at least one week prior to the missed meeting*. Please do this sparingly as it is very challenging to reschedule students' class time, meeting place, and counselor availability.

**Be reliable:** A commitment made to a mentee for a meeting, activity, or contact should be a mentor's priority, barring emergencies. Consistent accountability builds trust, establishes a positive example, and creates constructive mutual expectations.

**Be prepared.** In order to make the best use of time with your students it is vital to prepare for meetings by reading through the agenda materials ahead of time.

**Listen.** Keep an open mind. Mentors should encourage young people to talk about their fears, dreams, and concerns.

**Encourage.** Mentors should help the mentee build self-confidence, self-esteem, and cultural pride by focusing on talents, assets, and strengths.

For more information use these links

## DATA Entrepreneurship Mentoring

### Session 1:

## Ice Breaker, Review business plan sections, Brainstorming business ideas, & executive summary

**Preparation/Materials:** Before meeting: Be sure to preview all the forms included in this handbook for today's session. Bring your mentor handbook or device to view the handbook and your cell phone to time the activities. Everything else will be provided for you.

#### 1. Introductions (5 minutes)

Mentor Directions: Have each person in your group go around and introduce themselves. Have the students tell the group their name, the DATA pathway they are in and something they would like to gain from the mentoring experience. Make sure to introduce yourself and tell the student some things you would like to share about your career and or personal life.

#### 2. Conversation starter card game (15 minutes)

Mentor Directions: Each person in your group including yourself should take turns reading and answering the questions on the cards. One person draws a card, reads it out loud and gives their answer to the group. After answering the question, put the card in a separate pile so it is not repeated. Continue until all of the cards are gone. Feel free to allow for conversation amongst the group. This is meant to help the group get to know each other and bond.

#### 3. Review SkillsUSA Entrepreneurship Handbook (10 minutes)

Mentor: Review all of the sections in the business development plan. Check for understanding by asking the students questions. For example, why do you think it's important to have a marketing plan? them.

#### 4. Brainstorm Business Ideas (15 minutes)

#### 5. Develop a plan with the students to complete sections 1.0 - 1-8 Executive Summary.

- Delegate tasks
- Determine responsibilities
- Create timelines
- Schedule a student lead group meeting to complete the sections.

Students should have sections completed and submitted one week before the next mentor meeting.

## Session 1: Executive Summary

### 1.1 Company Mission

This is a short description of the company that would be written on the back of a business card. It communicates the value proposition of the company, also known as the elevator pitch.

### 1.2 Management Team

- 1.2.1 Focus on the capabilities and relevant past accomplishments of the team
- 1.2.2. Include service providers who add significant value to your team, e.g., attorneys, accountants and industry experts

**1.3 Market**

- 1.3.1 Quickly define the market in regard to what problems are being addressed, size of potential market(s) and major segments of the overall market
- 1.3.2 Address any important market trends and industry assumptions

**1.4 Products and Service**

- 1.4.1 Provide a short description focusing on the unique nature of your idea and whether you will have “first mover” advantage
- 1.4.2 Mention what technology you are using to implement the strategy, whether your ideas are proprietary or not, or if you have potential trade secrets (do not disclose them). If construction or manufacturing is involved, give target dates and time windows of completion

**1.5 Implementation Strategy**

- 1.5.1 Quickly define the key aspects of the sales plan for achieving market penetration
- 1.5.2 Describe any strategic alliances and partnerships that are important to your success
- 1.5.3 State other key factors that are critical to the success of the marketing efforts

**1.6 Risk Analysis**

- 1.6.1 Explain how your competition is likely to respond to your entry into the market and how you will react
- 1.6.2 Address a few key competitors and what competitive advantage you will leverage against them to take market share

**1.7 Projected Financial Highlights**

	FY1	FY1	FY1
Total Annual Sales/Revenues	\$	\$	\$
Net Income (End of Year Amounts)	\$	\$	\$
Cash Flow (End of Year Amounts)	\$	\$	\$

**1.8 Capital Requirements**

- 1.8.1 State clearly and concisely the total amount required for the project and the intended use of those funds
- 1.8.2 Mention the scalability of your plan and how you would work with a larger or smaller investment

# DATA Entrepreneurship Mentoring

## Session 2: Summary of Business

### 1. Checkin In (5 minutes)

Mentor Directions: Have each person in your group share something good that happened since the group last met. Example questions: What is something that made you smile this week? What was the highlight of your week?

### 2. Review previous work section. Make changes as necessary

### 3. Begin working on section 2.0: Summary of Business

### 4. Develop a plan with the students to complete sections 2.0 - 2.9 Summary of Business

- Delegate tasks
- Determine responsibilities
- Create timelines
- Schedule a student lead group meeting to complete the sections.

Students should have sections completed and submitted one week before the next mentor meeting.

## Session 2: Summary of Business

### 2.1 Statement of Purpose

State your objectives as *simply* as possible. If the plan is for your internal use, the statement should be a brief description of how you intend to use the business plan. If the plan is to be used as a financing proposal, the statement of purpose should respond to the following questions:

- 2.1.1 Who is asking for money?
- 2.1.2 What is the business structure (LLC, sole proprietorship, etc.)?
- 2.1.3 How much money is needed?
- 2.1.4 What is the money needed for?
- 2.1.5 How will the funds be repaid?

### 2.2 Mission Statement

Include your mission statement here. This should be no more than 30 words and should describe your day-to-day business activities

### 2.3 Description of Business

The objective of this section of the plan is three-fold. After reading this section, the reader should be able to answer the following points:

2.3.1 What business are you in? Many times the description or summary of business will answer the seven basic questions:

- What kind of business are you going into?
- What is the status of the business? (Start-up? Expansion? Acquisition?)

- What is the business operating form?
- Why will the business be profitable?
- When will the business open, expand, etc.?
- What hours of the day and days of the week will your business be open?
- Is your business seasonal? How are you going to operate it? Why do you think it will succeed?

Remember to be precise, but do not go into too much detail. For a new business, experience in the industry is paramount. If you do not have significant experience running and managing a business in this industry, make sure there are people on your team that do. Speak with others in the industry and define key areas where your proposed business will differ from the entrenched competitors.

## **2.4 Background of Business**

2.4.1 Include pertinent details of the background of the business.

How long has the idea for the project been in place? Who are the key players? What dates are important?

2.4.2 Include any other background information necessary to understand where and why the business will be successful

## **2.5 Location**

2.5.1 Include details of the location or proposed location. Is parking important?

2.5.2 Obtain traffic counts if needed. Is foot traffic important?

2.5.3 Include details on any construction or remodeling, timing, contractors, and proposed dates of start and completion

## **2.6 Operating Agreement**

Include any pertinent details of the operating agreement: ownership of firm, partnerships, desired equity breakdown, etc.

## **2.7 Products and Services Offered**

If your products or services are unique, state-of-the-art or otherwise noteworthy, explain how you will take advantage of those opportunities. Differentiating your products and services is a must in a competitive environment. The first step is to communicate a thorough product or service knowledge. Be careful, however. While you want to communicate the important attributes that will make your business successful, many entrepreneurs go into too much detail about their products and services. Bankers and investors know business and finance and are not interested in the details of your project. They typically expect you to be the expert, so do not try to make them the expert with an overly technical business plan.

## **2.8 Strategic Alliances**

Make sure to address any businesses or organizations that will be crucial to your success. This group may include suppliers and trade associations. Many times, what may seem as a potential competitor may actually turn out to be a key strategic partner that will help guide you into the marketplace and perhaps become a valuable referral source.

## **2.9 Operational and Regulatory Items**

In this section, you want to discuss the status of any licenses, permits or other regulatory requirements to operate your business. If licenses have not been acquired, include likely dates for application or approval. Typically, the amount of money invested in an experienced small business attorney and accountant will save you time and money in the long run. Be wary of bargain basement or pre-paid legal and professional advice.

# DATA Entrepreneurship Mentoring

## Session 3: Marketing Plan

### 1. Checkin In (5 minutes)

Mentor Directions: Have each person in your group share something good that happened since the group last met. Example questions: What is something that made you smile this week? What was the highlight of your week?

### 2. Review previous work section. Make changes as necessary

### 3. Begin working on section 3.0: Marketing Plan

### 4. Develop a plan with the students to complete sections 3.0 - 3.8 Marketing Plan

- Delegate tasks
- Determine responsibilities
- Create timelines
- Schedule a student lead group meeting to complete the sections.

Students should have sections completed and submitted one week before the next mentor meeting.

## Session 3: Marketing Plan

### 3.1 Industry Background

3.1.1 Illustrate a detailed analysis of the current market size, both nationally and locally

3.1.2 Identify areas of growth and market niches, etc. In most cases, charts or figures can illustrate market trends more efficiently and clearly than long narratives

### 3.2 Target Market

3.2.1 Clearly identify who you have identified as your target market and why you have selected this target market. Try to avoid sweeping generalizations, so be as specific as possible

3.2.2 Include key demographics on your target market, testimonials, results of surveys (formal or informal), etc.

3.2.3 Clearly identify why people will buy what you are selling — a commonsense idea, but one that is critical and often overlooked

3.2.4 Be sure to include industry statistics and demographic information. Also identify why the customer will buy from you (the benefit to the customers)

### 3.3 Trends and Industry Assumptions

3.3.1 Describe any key drivers that will influence the future of your business

3.3.2 Articulate where you think the marketplace is going and why it is heading in that direction

**3.4 Competitive Analysis** Every business has competition. List no less than three and no more than five of your biggest competitors. What are your internal strengths and weaknesses? What are their external opportunities and threats? How will this environment affect your market and marketing strategy?

### 3.5 S.W.O.T. Analysis

How will you address these and gain market share? List your strengths and weaknesses (internal) and competitors' opportunities and threats (external competition).

Internal	External
Strengths	Opportunities
Weaknesses	Threats

### 3.6 Products and Services

Discuss how your product or service line will relate to your target market while addressing the current external competitive environment. Again, readers often briefly skim through your business plan, so critical information such as this should be described several times.

### 3.7 Pricing Strategy

Discuss details of the pricing of your products or services and how they will relate to your target market and your competitors.

### 3.8 Promotional and Advertising Plan

Explain in detail how your business will capture market share. Include details on promotional and advertising activities and costs of those marketing activities. Do not just rely on "word of mouth



advertising”; describe what steps you are taking to ensure that this positive “buzz” is created by your proposed business.

Remember, most effective marketing plans are the product of a well-thought-out, consistent, long-term strategy. Rarely do “one-shot” advertising or promotions effectively increase market share. If you are working with a professional firm or experienced marketer (recommended if mass media and/or social media marketing will be used), list and briefly describe that business relationship here.

# DATA Entrepreneurship Mentoring

## **Session 4: MANAGEMENT PLAN**

### **1. Checkin In (5 minutes)**

Mentor Directions: Have each person in your group share something good that happened since the group last met. Example questions: What is something that made you smile this week? What was the highlight of your week?

### **2. Review previous work section. Make changes as necessary**

### **3. Begin working on section 4.0: Management Plan**

### **4. Develop a plan with the students to complete sections 4.0- 4.5 Management Plan**

- Delegate tasks
- Determine responsibilities
- Create timelines
- Schedule a student lead group meeting to complete the sections.

Students should have sections completed and submitted one week before the next mentor meeting.

## **Session 4: MANAGEMENT PLAN**

This section is *extremely* important for new businesses and for those seeking capital from banks or investors.

### **4.1 Management Team**

4.1.1 Describe who will manage the business. Include résumés in supporting documents in your appendix of key team members

4.1.2 Describe in detail your team's experience, strengths, job functions and plans to fill gaps in the management team

4.1.3 Include job descriptions/duties for key personnel

### **4.2 Related Work Experience**

4.2.1 Make sure to illustrate that you and your team have worked in this industry in the past

4.2.2 Include dates and descriptions of previous experience and how you will use these experiences and expertise to ensure that your project is successful

### **4.3 Personnel Needed**

#### 4.3.1 Address any additional team

members you will need and how you plan to attract and retain those team members. This is consistently one of the biggest problems facing all small businesses year after year, as most entrepreneurs do not address how they will “scale” the business by adding talented personnel who can assume more duties as the business grows

4.3.2 Ensure that you address how you will deal with the challenges of recruiting, developing and retaining employees

### 4.4 Salaries

#### 4.4.1 Address how your team and you

will be paid. This seems obvious, but your financial projections and your marketing plan will drive revenues, and profits from those revenues will enable your team to be paid

4.4.2 If you will be working full time, show that you intend to take an owner’s withdrawal out of the business, even if it is a minimal amount, to ensure the business remains profitable and cash flow positive

### 4.5 Advisory Board

Critical to the project’s success is the recruitment of a well-balanced advisory board that will help you achieve your goals.

4.5.1 Recruit local professionals who will be essential to the operations of your business and include those names or identified professionals in your business plan. These people are not on your payroll, but they should be accessible to answer any questions or problems that may arise

4.5.2 Mention your relationships with these professionals and their area of expertise, years in the business, etc.

4.5.3 Gauge these professionals’ interest in serving on your advisory board, and get their permission to list their name and business in your business plan.

4.5.4 Prepare to set up at least quarterly meetings with the entire advisory board for the first year, but also plan to talk with members of the advisory board on a more frequent basis between meetings.

4.5.5 Ask your coach/consultant for additional advice regarding this section of your business plan.

## DATA Entrepreneurship Mentoring

### Session 5: Financials

#### 1. Checkin In (5 minutes)

Mentor Directions: Have each person in your group share something good that happened since the group last met. Example questions: What is something that made you smile this week? What was the highlight of your week?

#### 2. Review previous work section. Make changes as necessary

### **3. Begin working on section 5.0:** Financials

#### **4. Develop a plan** with the students to complete sections 5.0 - 5.9 Financials

- Delegate tasks
- Determine responsibilities
- Create timelines
- Schedule a student lead group meeting to complete the sections.

Students should have sections completed and submitted one week before the next mentor meeting.

## **Session 5: Financials**

### **Plan Sources and Uses of Funds Statement**

A financial template accompanies this business plan template and may be used to complete this section. Each worksheet may be copied to a word document and used as an appendix.

This sheet will describe exactly how much money is needed, how you will access those funds and how those funds will be used. (Land/building purchase, renovations, equipment, furniture/fixtures, inventory, working capital needs, etc.) Typically, funds on this sheet will be spent before the first day of operation.

If you opt to use another tool, you may do so but should include information indicated below.

#### **5.1 Monthly Income Statement — Year One**

This spreadsheet will track your month- to-month sales, variable costs and fixed cost. Often, sales projections are the most difficult and least understood aspect of business planning. Develop *reasonable* estimates of sales projections, cost of goods and fixed cost. Use industry benchmarks and talk to your KSBDC consultant on how to get that information. Develop projections that are neither overly inflated nor overly conservative.

#### **5.2 Monthly Statement of Cash Flow — Year One**

Think of this spreadsheet as a checkbook for your business. This will account for the cash sales expenses, not the accounting or “book” expenses. It will also include principle payments to debts and any cash withdrawals that the owner may take. Most importantly, the cash flow statement will show the timing of when cash is going out and coming into the business and help you plan to remain cash positive.

#### **5.3 Monthly Balance Sheets — Year One**

Balance sheets track the assets, liabilities and equity of a business. The information on this spreadsheet is commonly used by bankers and investors to calculate financial ratios (benchmarks) that will be used to evaluate your business.

#### **5.4 Break-Even Analysis**

Often called a sensitivity analysis, or “what if” analysis, this spreadsheet will show exactly where the “break-even” point is regarding sales and expenses. This is a very useful tool to determine the amount of risk in a project and the margin of error built into your projections.

#### **5.5 List of Critical Assumptions**

It is important to explain exactly what assumptions you have made while building your financial model. Clearly identify *everything* that you have assumed. Do not expect the reviewer of your business plan to know how you arrived at each number in the preceding financial statements.

#### **5.6 Monthly or Quarterly Income Statements — Years Two and Three**

Unless your business is seasonal, many bankers and investors may prefer to see quarterly estimates for years two and three simply due to the fact that projections become less reliable in future years. Be sure to include any key elements that may affect your sales or expenses, such as additional employees, new locations, etc.

#### **5.7 Monthly or Quarterly Statements of Cash Flows — Years Two and Three**

#### **5.8 Monthly or Quarterly Balance Sheets — Years Two and Three**

#### **5.9 Ratio Analysis**

Include a sheet of common financial ratios (profitability, inventory management, efficiency, etc.) for your business and compare those financial ratios to similar businesses or industry standards from Robert Morris Associates (RMA), Standard & Poor's or other resources.