

Your World First

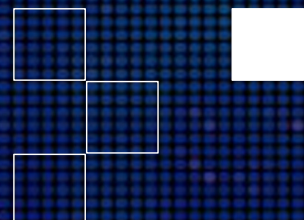
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CMS equiP #LeadHers Mentoring Programme

Supporting female technology entrepreneurs to business success

June 2019



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Introduction

Thank you for joining the CMS equlP #LeadHers Mentoring Programme. We are incredibly excited to welcome you.

All entrepreneurs face multiple challenges when starting up a new business. But research has shown that female entrepreneurs face additional challenges to male founders. The Rose Review found that women are less likely than men to pursue entrepreneurship at every stage of the start up journey and recent research by the British Business Bank in collaboration with Diversity VC and the BVCA showed that when they come to raise venture finance, a disproportionate percentage of money invested goes to all male founding teams. Within our own tech accelerator, CMS equlP, female founded businesses are in the minority.

Not only is this morally wrong, but we are missing out on the proven performance benefits of diversity and the unrealised economic potential of female entrepreneurs.

This is why we have set up the CMS equlP #LeadHers Mentoring Programme. It is incredibly important to CMS that we support our female founded members as they navigate these additional challenges and obstacles. Our mentoring programme is designed to help do this.

Mentees are female founders of CMS equlP members. Their goal is to learn and develop through a one-to-one supportive relationship.

Mentors are clients and contacts of CMS; female and male experienced business professionals who hold leadership positions in organisations operating in the growth ecosystem. Their goal is to assist participants with the challenges they are facing in their business, to give them an objective and independent view, to act as a support network and sounding board and help them to develop personally and professionally.

We hope that our CMS equlP #LeadHers Mentoring Programme will be immensely satisfying for both our mentors and mentees as we begin to see more and more female-led technology businesses gaining investment, and not only surviving, but thriving.

Best wishes



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Objectives of the Programme



Providing extra support for female equiP entrepreneurs against external challenges.



Facilitating ongoing, cooperative education through a flexible programme.



Providing the conditions to solve problems and plan business expansion.



Driving change in the start-up ecosystem.

The Role of a Mentor

A mentor is an experienced and trusted advisor who is willing and able to pass on the benefit of that experience in a facilitative manner to support the development of the mentee.

Your role as a mentor includes:



- Critically assessing the mentee's ideas with an objective view.
- Encouraging reflection from the mentee.
- Challenging the mentee's mindset.



- Inspiring your mentee by demonstrating good business experiences.
- Allowing the mentee to compare business situations and strive for success.



- Setting out a mutually convenient learning scheme to guide the mentee.
- Tutoring the mentee to understand the realities of progression.



- Supporting your mentee by exploring ideas together.
- Enabling, where possible, access of the mentee to a support network.
- Providing the conditions to share views and provide feedback.

The Role of a Mentee

Mentoring is a partnership between two individuals, the mentor and the mentee. The mentee should take responsibility for her own development and drive the mentoring experience, including agreeing on the method of communication, duration and frequency of meetings and setting the agenda.

Your role as a mentee includes:



- Guiding your mentoring programme to suit you and your business.
- Letting your mentor know what you want to learn.



- Taking advantage of the programme and soaking up knowledge from your mentor.
- Learning more about the industry and how to make your business thrive.
- Proactively reacting to feedback.



- Leading your business and taking tips from your mentor onboard.
- Utilising the guidance of your mentor to support continued business success.



- Planning your own individual programme.
- Choosing your objectives and timelines.
- Establishing realistic goals with your mentor to achieve or boost current business success.

Programme timeline and key stages

The CMS equiP Mentoring Programme is a 12 month programme, flexible enough to suit mentors and mentees who can together plan objectives to maximise business success.

Every mentoring relationship is unique with its own pattern and timeframes however we suggest that meetings should take place every six to eight weeks for an hour. Meetings can be face-to-face or virtual but we recommend that at least the first two meetings are held in person in order to build rapport. We will ask you to share your experiences and feedback on an informal basis.

A suggestion as to how each stage of the programme may operate is set out below.

Beginning	Middle	Ending
<p>Both parties should:</p> <ul style="list-style-type: none">— Get to know one another— Clarify mutual expectations— Establish some high-level objectives and milestones on a 12-month timeline: what does success look like?— Agree logistics around meetings and communication— Review early sessions to establish that the mentoring relationship is working for both parties <p>Mentee should:</p> <ul style="list-style-type: none">— Provide further details of any further requirements she has for her mentoring, for instance: opening doors and meeting new contacts <p>Mentor should:</p> <ul style="list-style-type: none">— Give an overview of their mentoring style	<p>Mentee should:</p> <ul style="list-style-type: none">— Be proactive— Set the agenda— Reflect on the mentoring sessions— Aim to integrate learnings from each session <p>Mentor should:</p> <ul style="list-style-type: none">— Actively listen— Ask exploratory questions— Challenge appropriately— Be empathetic— Provide shape and purpose in the conversations	<p>Both parties should:</p> <ul style="list-style-type: none">— Initiate proactive conversations to plan for the ending— Review the original objectives— Review the learning and progress— Celebrate achievements and learning— Agree about future contact / nature of the relationship

CMS equiP #LeadHers Mission

Our mission is to change the growth ecosystem by encouraging more female led businesses to apply for the CMS equiP programme and supporting the female founders of existing CMS equiP members.

We will do this through:

- holding exclusive training and networking events for female founders
- launching a mentoring programme for our equiP female entrepreneurs
- collaborating with other organisations that support diversity in the start-up ecosystem
- encouraging and advocating leadership commitment to address the barriers facing female entrepreneurs
- identifying and sharing actionable steps people and organisations could take to accelerate the progress towards diversity in the tech sector.



CMS equiP: helping start-ups scale

Starting, and building, a successful business takes a good idea, energy and determination plus the right opportunities and the right people.

Working with, and investing in, start-ups excites us here at CMS. Working with entrepreneurs on bright ideas, fostering growth and innovation in the tech sector and helping to support the industry starts of the future gets us out of bed in the morning.

As an early-stage business, legal advice may be pushed to the bottom of the priority list, not least due to the costs associated with it. However, for a business to scale successfully, especially when investors are involved, having the right foundations are imperative.



Sector-focused legal advice at special discounted rates

A 50% discount on our standard hourly rates, up to aggregate fees of £25,000 per year.



Introductions to relevant industry players

Whether it be like-minded entrepreneurs or investors, we know who you should be talking to.



Fixed fee services

This includes an IP healthcheck and advice on fundraising, share schemes, employment and website T&Cs.



Added value

Access to exclusive events, workshops and a regular member newsletter.

Appendix: About CMS

Your World First – the CMS approach to delivering value

We have a phrase to sum up our promise to our clients: ‘Your World First’. This phrase reflects our priorities of being client-centric, providing world vision and being performance driven.

Client-centric

You, the client, are at the heart of our business - whether you are a large or small organisation. Our emphasis is not just on being great technical lawyers, but really understanding your business and your key objectives. One way we do this is by organising CMS into sector groups that operate locally and internationally. CMS’s international sector specialists take pride in understanding your industry and engaging with your company-specific issues.

We deliver added value services based on real client needs, such as Law-Now which provides easy-to-access, practical and timely knowledge that matters to your business. CMS expands to meet client needs, moving into countries where we can make a difference to your business. Recent examples include our new offices in Dubai and Mexico, which we set up to support our energy clients operating there.

World vision

Our sector insight means we immerse ourselves in the world of your business and we make sure we understand the global business issues you are facing. We have deep local expertise in your most significant jurisdictions as well as all the major global centres and we have established CMS in emerging markets in line with client needs. CMS professionals act as trusted partners, managing your global projects and transactions wherever you need us.

Performance-driven

We work with you to define what success means for you and your organisation and we focus on making it happen. CMS takes pride in first-class execution and project management – we deliver results, not just opinions. We will actively ask for your feedback to help us assess and improve our performance.

Delivering Client Service

We take the same approach to service delivery everywhere, based on a common training programme and a shared understanding of what our clients value most.

We provide you with management information to help you manage your account with us, covering areas such as invoicing, matter progress, fees, work in progress (WIP) along with bespoke reports on other factors specific to your business and your needs.

Your satisfaction with our performance drives our efforts to continuously improve our service. Through regular exchange of information and independent feedback we identify opportunities to reach higher levels of efficiency and effectiveness in service delivery and act upon them.

Facts & Figures

70+ offices
65+ cities
40+ countries

Europe:

Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, France, Germany, Hungary, Italy, Luxembourg, Republic of North Macedonia, Monaco, Montenegro, the Netherlands, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Switzerland, Turkey, Ukraine and United Kingdom

Outside Europe:

Algeria, Angola, Brazil, Chile, China, Colombia, Kingdom of Saudi Arabia, Mexico, Morocco, Oman, Peru, Singapore and United Arab Emirates

> 1,100 partners
> 4,800 lawyers
> 8,000 total staff

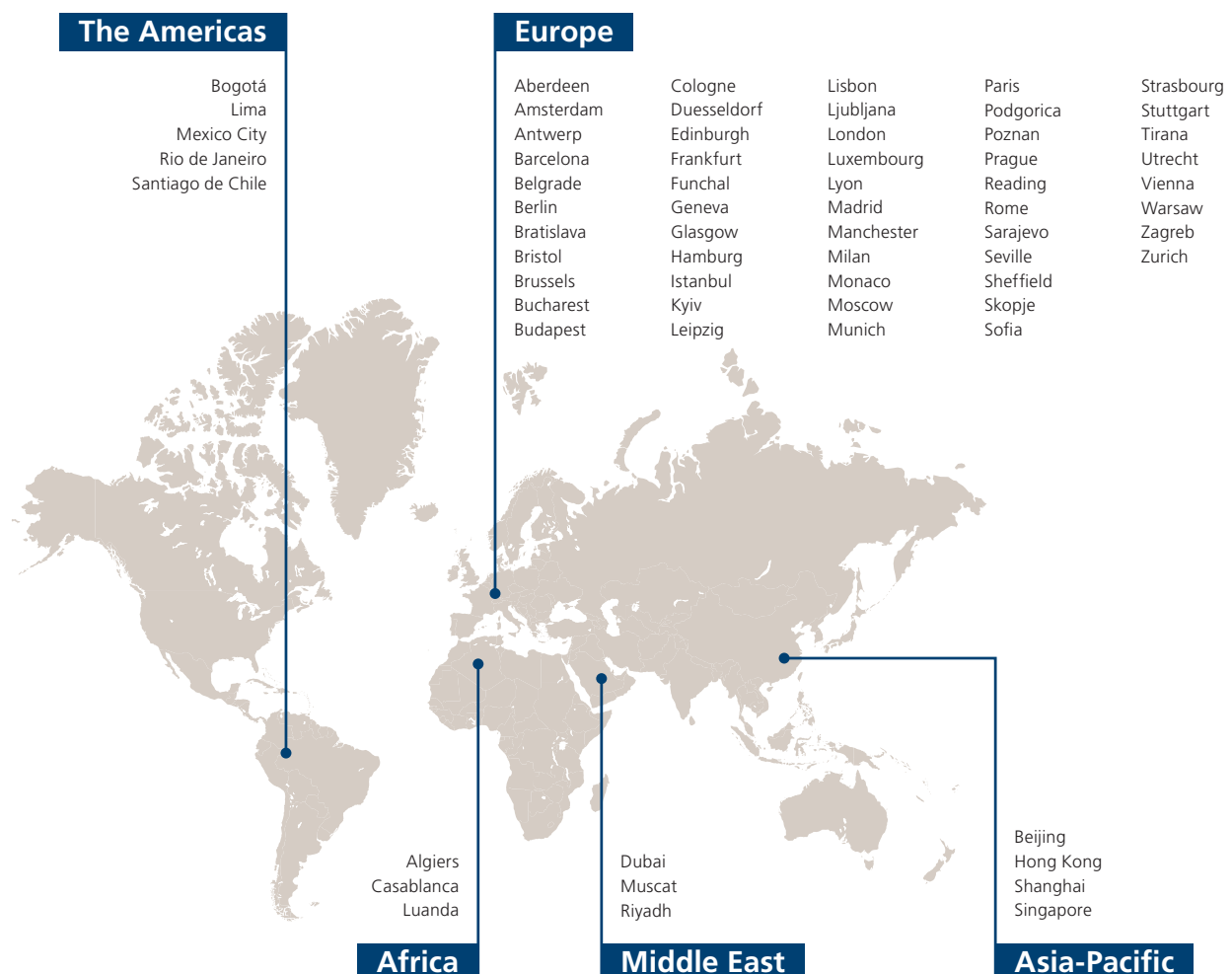
Total annual revenues:
EUR 1.3bn (2017)*

* when currency fluctuation is removed

CMS practice areas and sector groups

- Banking & Finance
- Commercial
- Competition & EU
- Corporate / M&A
- Dispute Resolution
- Employment & Pensions
- Intellectual Property
- Public Procurement Property
- Real Estate & Construction
- Tax
- Consumer Products
- Energy
- Funds
- Hotels & Leisure
- Insurance
- Infrastructure & Project Finance
- Life Sciences & Healthcare
- Private Equity
- Technology, Media & Communications

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