



REGENERATING MINNESOTA'S SOFTWARE ECONOMY

Founded in 2010, the Minnesota Emerging Software Advisory's (MESA) mission is to grow the size and vibrancy of Minnesota's startup software community. To achieve this goal, MESA offers pro bono mentoring from C-level software executives to the CEOs and founders of startup and emerging-growth software companies based in Minnesota.

Highlights

- **59** active C-level MESA mentors and **30** active MESA mentees
- **93** companies mentored to date
- **\$1.1 billion** funds raised to date by MESA mentored companies

Past and current mentees include many MN Cup winners and some of Minnesota's most successful software companies:

Sezzle	When I Work	Player's Health	Dispatch
Fulcrum	Visana Health	Datica Health	Omnia Fishing

"The MESA mentors are one of the most trusted advisors a founder CEO can have. MESA brings both trust and clarity to help a founder address challenges and determine what actions are best."

– Chad Halvorson, Founder, When I Work

Benefits of MESA Mentoring

Because MESA takes no equity and mentors receive no compensation, MESA pro bono mentoring offers the CEO a candid, honest relationship. MESA's deep bench of mentors offers 'been there, done that' experience, helping speed action, minimize 'rabbit holes,' and help CEOs identify critical points of focus to maximize their desired outcomes. Mentors offer advice, examples, and insights from past experience, with no agenda other than helping the CEO and business reach its goals.

"MESA Mentors provide unvarnished, straight guidance and feedback shaped by experience and motivated by a pure desire to see their mentees succeed."

–Mike Anders, President, Agile Frameworks

Selecting Companies for Mentoring

MESA identifies promising companies to mentor with 1 to 2 mentors meeting monthly with the CEO/founder, often for 2-3 years. MESA hears presentations for new mentee candidates on a quarterly basis. Mentees are selected to participate based the strength of the company's value proposition, the size of the market opportunity, and the belief that the CEO is open to candid mentoring. Net, we look for companies with substantial growth opportunities as this best fulfills the MESA mission.

"Having MESA mentors who have been through this startup rodeo saved us a ton of headaches and heartburn and helped us shorten our path to success."

– Andrew Leone, CEO and co-founder, Dispatch

Becoming a Mentor

MESA mentors are current or retired C-level software executives with startup experience. Mentors commit to a monthly meeting cadence with one or two mentee companies at a time. Mentors are never assigned to a mentee engagement and only volunteer to work with companies that interest them, and where their domain knowledge and experience make them a good fit.

For more information on MESA, our portfolio of companies and mentor community, visit www.mesagroup.org. Interested in becoming a mentor or being mentored? Contact us.