



Technology 104: MentorPort

MentorPort is a social network where people offer to providing training and coaching. MentorPort provide a platform for promoting and registering for Specialized Knowledge Modules (SKMs), which are training events run by mentors and attended by mentees. There are three revenue streams: 1) Fees for conducting Special Knowledge Modules (SKMs); 2) Advertising throughout the platform; 3) Sponsors for specific events.

With MentorPort, prospective mentors make themselves available to mentees. The innovators of MentorPort, in their research, have seen mentors want to control when and how they interact with mentees, are motivated by the perception that they successful and respected enough to be considered 'mentors,' and are interested in a platform to give back and help others succeed.

There are three revenue streams:

- Conducting Special Knowledge Modules (SKMs)
- Advertising throughout the platform
- Sponsors for specific events.

The basic revenue model is based on running SKMs with 8-10 participants per event. Mentors are paid 30% of the event revenues for each SKM they deliver. In surveys, ~25% of the mentors have not wanted to be paid for their workshops.

Cost

MentorPort is looking for funding to develop branding and expand sales and marketing efforts in the United States.

Development Status

Mentorport.com is currently in beta at several locations.

IP Status

MentorPort has an agreement with Olive Global to use the software. Olive Global retained rights to use the software from their clients in return for significant discounts on development rate. MentorPort Ltd. owns the IP for the MentorPort software and is in the process of filing patents in India. MentorPort will be based on the technology used for previous social networks developed by Olive Global:

- <http://www.ideawicket.com> - an Indian social network dedicated to publishing innovative ideas and business models.
- <http://www.smwch.com> - a dating social network based in Wales.

Partner Opportunities

MentorPort would like to develop a successful business model in India and replicate the same model around the world with partners in various nations who can localize each site. The U.S. is their primary target market outside of India.

Innovator

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