

Brief: Mentoring with All Good Ventures

All Good Ventures | Volunteer business mentors | 2026/2027

Mentoring at a glance
One social enterprise founder. One meeting a month. Ten months. **Around 15 hours of your time in total.** That's the role of an All Good Ventures business mentor.

By now you'll have talked the role through with Rod, and you'll likely have received the One Page Strategic Plan (OPSP) of the founder we have in mind for you. **This brief fills in the rest, so you can decide whether you'd like to join us as an All Good Ventures business mentor.**

What you'd be doing

You'd be the experienced businessperson in a first-time founder's corner. Once a month, online, you meet for an hour or so and talk about whatever matters most in their business right now.

The founder you'd be mentoring is a social entrepreneur. **They are building a real, for-profit business, and using its profits to free people from hardship.** So this is commercial mentoring: customers, revenue, margins, cash flow, hiring. The same questions you would ask of any young business.

And don't worry if you're not an expert in all of that. Stay in your lane, mentor from the experience you actually have, and be honest when something falls outside it. Your specific experience is exactly why we came to you.

Most of the mentoring value is in the ordinary things:

- **Listening hard**, and asking the questions nobody else is asking them
- **Challenging assumptions**, kindly
- **Sharing what your own experience** has taught you



- **Opening a door or making an introduction**, when you can
- **Holding them to what they said they'd do**. Knowing someone will ask is half the value of mentoring

And what you wouldn't be doing

- **You're not running their business**, and you're not responsible for its results.
- **You don't need to know their industry or their country.** Our founders are all over the world and in all sorts of sectors. What they need is someone who has run a business before. The fundamentals travel.
- **You're not delivering a programme.** There is no curriculum, no material to prepare, no homework to mark.
- **You're not on the hook legally.** Your advice is given in good faith, and the founder is 100% responsible for how they use it.

Why it's worth your time

We believe guidance from an experienced businessperson matters even more to an early-stage founder than money does. Our founders agree. Of the dozens of life-changing social enterprise businesses who have completed our programme, 100% rated their mentoring as a valuable experience, and 94% saw real progress in their venture as a direct result of it. More details are in our 2025 Impact Report.

"The mentoring allowed us to completely rethink our model. Women should not just be passive beneficiaries [in our social business], but fully involved in implementation, decision-making, and benefiting economically."

Sungeni Segula, founder, Village Solar, Malawi

"Mentoring Village Solar has been an incredible experience. I thoroughly enjoyed it and feel like I've made a difference. The best part was getting to know Sungeni and working closely with him."

Guy Howard-Willis, his volunteer business mentor

The commitment, plainly

Ten months. One meeting a month, online, usually an hour and occasionally two. Around 15 hours all up. You and your founder pick the times between you, and schedule them accordingly.



And one thing we ask of you in return. After every meeting, send us a short meeting report: either by **a)** completing a quick online form (we'll provide this later), or **b)** simply emailing our Trust Manager, Beth, the notes from your AI notetaker.

This one matters to us. We are a small team and we don't sit in on your meetings, so your report is the only window we have into how your founder is really tracking. It's how we spot someone who is struggling and step in with extra help, and how we measure the difference the programme makes.

How the year runs, and how we support you

Our mentoring programme runs in **two phases**; one is already complete and the next is where you come in.

Phase One is the first two months: fortnightly sessions between the founder we're connecting you with and our co-founder Rod, building a One Page Strategic Plan (OPSP) and a budget. **Phase Two is your ten months, 1:1.** So by the time you meet your founder, they will already know where their business is heading and where they need help.

- **The introductory Zoom meeting.** This is where you meet the founder on Zoom, alongside Rod. After the meeting, decide if you'd like to progress with the mentoring role. Rod stays available all year if you want to talk something through.
- **Next, a kickoff email from Beth** – if you and the founder both decide, after the Zoom introduction, that you'd like to proceed. This is the handover from Phase One; formally beginning Phase Two. Attached to the email will be a short mentoring agreement for you and your founder to complete together in your first month. Plus links to everything else: an optional meeting agenda if you'd like a structure to follow, an online form if you'd pefer to report your monthly meetings this way, and our mentor webpage.
- **Then it's yours.** Ten monthly meetings, arranged between the two of you, at times that suit. Please remember to send us your short report after each one.
- **Light-touch comms from us along the way.** We email every few months to see how you're getting on. The only thing we follow up on is your monthly meeting report if it hasn't come through.
- **Real people, not a process.** Beth and Rod are an email away, any time. If something feels off, whether that's the match, the founder or the commitment, tell us early and we'll sort it out.



- **At the end of the 10 months,** you have your final session, and we officially close out your year with All Good Ventures. Beth will be in touch to wrap things up, with a short survey. Then it's your call: plenty of our mentors carry on with their founder informally; but there's no pressure to do so.

What happens next

If you're interested, just tell Rod. He'll set up the introductory meeting with you and the founder, so you can meet each other before anyone commits to anything.

And if it isn't the right fit, for a reason or for no reason at all, say so. We would far rather wait for the right match than force the wrong one. No hard feelings, ever!

About All Good Ventures

We are a New Zealand registered charity, founded in 2018 by Rod and Heather Claycomb. Each year we back a small cohort of social entrepreneurs from anywhere in the world, for 12 months, with three things – no strings attached:

1. **Money.** A one-off grant to get their business moving.
2. **Mentoring.** A full year of business guidance. Two months with Rod to build the plan, then ten months with volunteer business mentors. ***This is where you come in.***
3. **Muscle.** Practical help from industry experts, to fill the gaps in skills and resources.

Mentoring is the biggest part of what we give a founder, and the part they consistently tell us they value most. Since 2018, the ventures we have backed have positively impacted more than 558,242 lives across 15 countries, and counting*. More info at www.allgood.ventures

Get in touch, any time

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**Figures are from our 2026 Impact Report and reflect founders who have completed our programme. Next report due October 2027.*