



An Idea Mentor is a business expert, subject matter expert, or other relevant individual with whom you will engage to gain feedback and other valuable insights on your proposed idea for The ASPIRE Challenge..

Your Idea Mentor will likely not have an abundance of time to spend with you. So it's important that you go into your meeting/discussion prepared with::

1. Specific/targeted questions, so that you leave the meeting with the critical information you went in seeking; and
2. Thoughts/answers to address questions that you anticipated your mentor may ask you, to demonstrate that you have prepared for the meeting, and to keep the flow of the conversation going.

### *It's all in the questions!*

Well-formulated, thoughtful questions maximize the chances that you will receive full, accurate responses that lead to actionable data.

## Tips for Formulating Great Questions

- 1**  
**Be Clear**  
You want to ensure that your questions are quickly and fully understood. Provide enough specifics so that your Idea Mentor needs little to no additional explanation.
- 2**  
**Be Concise**  
Can you express what you're trying to ask in as few words as possible?
- 3**  
**Be Clever**  
Gain as much information as possible from your Idea Mentor by formulating questions that require more than a "yes" or "no" answer (known as "open-ended" questions).
- 4**  
**Challenge Yourself**  
Ask questions that may sound daunting to you, or you fear may force your thinking in a new or unknown direction. The answers may provide very valuable insights – e.g. What do you recommend as a necessary step to mitigate failure?

## Getting Started

### Ask Yourself the Right Questions and Do the Research

1. What problem is my idea/solution going to solve?
2. How have others attempted to solve this problem before, and why did their solutions succeed or fail?
3. Who is going to benefit from my idea/solution? How large is the potential market for it?

### Questions to Ask Your Idea Mentor...Help Them to Help You:

1. In what way(s) is this a valuable idea/solution? In what way(s) is it not?
2. What are the challenges I may face in developing my idea/solution? (this type of question will allow you to confront potential issues so you can reframe, pivot or make changes).
3. Can you please help me to identify and address gaps in my idea/solution to strengthen it?

### Questions Your Mentor May Ask You...Prepare for Them:

1. Does your idea/solution already exist? How is yours unique?
2. What resources will you need to get your idea/solution off the ground?