



2021 Yearly Report

The Hudson Valley's Mentorship Program



Reva McPollom
Founder & CEO, Lessonbee

SUNY New Paltz
School of Business

HV MENTORS IS MADE POSSIBLE BY
THE SOMMER FAMILY FOUNDATION



Esther Downton
Founder and CEO, Eliza & Wyld



HV MENTORS 2021 REPORT

Yearly Impact Report

Thanks to generous contributions from the Sommer Family Foundation, HV Mentors was launched in February of 2021 to help regional entrepreneurs get access to high caliber business expertise to take startups and small businesses alike to the next level.

Testimony

"The mentor I was matched with is a **really special person**. I was expecting to get a generic marketing brainstorm, but what I received was an exercise and series of questions for how to think about the future of my company".

Geoffrey Green
Founder and CEO, Nuop
Orange County



Purslane Nutrition
Consulting

Testimony

"It makes total sense now... Why would I waste my time finding partnerships and new clients when they would be totally unimpressed with my website and immediately exit. Not having a strong foundation was wasting my marketing resources! All of this advice came from my HV Mentor."

Over the course of the last year, HV Mentors has grown its network of entrepreneurs and expertise. Participants are coming from counties to the north and south, with a range of mentorship needs.

This report was created to showcase the program's impact and the profiles of those who have gotten involved - all without being paid for their services.



56

Total Matches Since 1 Year Ago
(February Launch Date)

560

Hours of Mentorship

50+

Qualified Mentors

HOW HV MENTORS HELPED

How we reached entrepreneurs.

Events

Through a mixture of small scale coffee hours, to larger events like Venture Fest, HV Mentors hosts regular programming to bring the ecosystem together.

Matching

At the core of the HV Mentors program, entrepreneurs apply for specific assistance using our website to get paired with a regional expert.

Education

Being housed within SUNY New Paltz, events and online sessions are geared towards sharing knowledge, such as the panel event on branding.



Venture Fest '21

350+

Attendance at Mentorship Events Including Venture Fest and "How to be Growth Oriented" Panels.

100%

Of Program Participants Reported Being New to the Venture Hub Community in 2021.

Participating Entrepreneurs Said.....

75%

Of program participants reported a **stronger strategic vision and plan** for their company since working with their mentor.

70%

Of program participants reported an **increase in revenue** due to actions took from advice received from their mentor.

20%

Of mentorship matches continued their relationship and work beyond the scope of their HV Mentors work.

PROJECTS

40%

Of projects focused on **marketing or sales** need.

35%

Of projects focused on **strategic planning** need.

30%

Of projects focused on **finances or fundraising**.

MENTORS

Analise Sesay
Cooperative
Development Institute
1 HV Mentor Project



Dan Leader
Founder,
Bread Alone
2 HV Mentor Projects

Andrew Schulkind
Digital Strategist,
Andigo New Media
2 HV Mentor Projects



OUR ENTREPRENEURS

Who is taking advantage of the free business resource?

Testimony

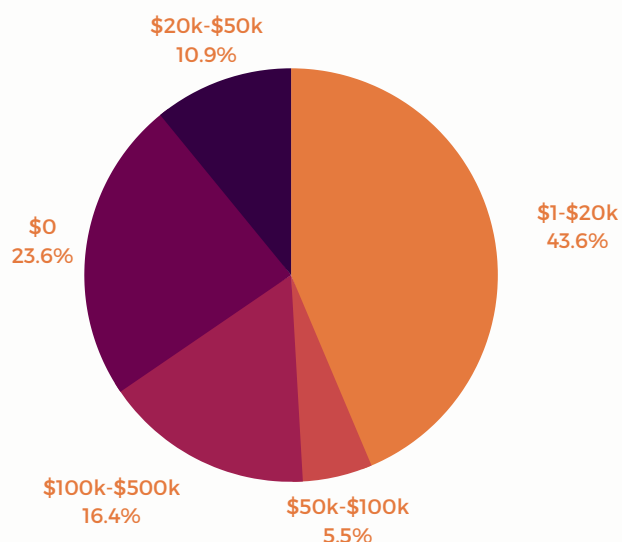
"It's a real luxury to have someone with seasoned business experience **devote time thinking** through business challenges, play devil's advocate, and not be afraid to stop and say "that didn't make sense"."

Esther Downton
Founder and CEO,
Eliza & Wyld
Ulster County

Eliza & Wyld



Reported Yearly Revenue of Participants



Top Reported Industries



Consumer Products



Food & Beverage



Retail



Consulting

Testimony

"Through the process of working with my mentor I **learned a ton about myself and my business** and softer skills like how to let go and delegate. But I've also **learned valuable insights that you can't read** about like how to approach wholesalers and increase prices."



Ed Gabriels
Founder and CEO
Crumble and Melt
Columbia County



73%

Of participants have been
in business < 3 years.

Joan Bucchino,
CEO and Founder, J Grace Corp

53%

Of participants are
solo entrepreneurs

OUR MENTORS

Who has joined our program to help the entrepreneurship ecosystem?

Testimony

"The entrepreneur I'm working with is incredibly focused on developing her concept. I'm pleased to be a part of HV Mentors and engaging with a fellow SUNY New Paltz alma mater."

Myra Kressner
President
Kressner Strategy
Group



Reported Industries of Mentors

- #1 Consulting
- #2 Consumer Products
- #3 Finance
- #4 Saas
- #5 Retail

100%

Of mentors say a top reason for mentoring was to help a local entrepreneur.

60%

Of mentors say their reason for mentoring was to help SUNY New Paltz School of Business.

90%

Of mentors say they would love to pick up another project.

Testimony

HV Mentors was a great experience. Inclusion in mentoring events at Venture Fest was a fun way to bring the community together."



Christopher Byrnes
Product Manager
IBM

Acknowledgments and Data



Thank You

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Venture Hub and SUNY New Paltz School of Business Staff:

- Kristin Backhaus
- Tony DiMarco
- Lori Krzeminski

Data Sources

2021 Impact Survey
Mentor Applications
Mentee Applications
Follow up Surveys

