Guide for Evanston Businesses to Join the StartupTree Platform

Evanston residents choose to live here not only because of the neighborhoods, schools, lakefront parks and beaches and socio economic diversity, but also because they enjoy the variety of unique locally owned businesses. Unfortunately, the steps we have all been taking to reduce the threat of COVID-19 have created an existential crisis for many small businesses in Evanston and elsewhere. It is imperative that we do what we can do to help Evanston’s small businesses weather the current crisis and come out stronger than ever.

With that goal in mind, the City of Evanston, in partnership with Northwestern University and the Kellogg School of Management, is proud to offer a new mentoring platform to our small business community. EvanstonNU.startuptree.co is designed to facilitate connections between small businesses in Evanston and available volunteer mentors from the Kellogg network. We in Evanston are fortunate to have access to Kellogg’s world-class expert volunteer mentors. As a member of Evanston’s small business community we hope the guide below will help you get started.

Please use this guide to sign up on the platform, create a profile and then select a mentor for an ‘office hour’ consultation. In order to react quickly to the current situation, we are adapting a platform that has been primarily used for student interactions with alumni. Consequently, there are some areas that may need a little explanation.

Your data will be stored on the StartupTree platform and can only be viewed by others using the City of Evanston/Northwestern site.

If you have any questions, please reach out to:

Paul Zalmezak pzalmezak@cityofevanston.org or Support from StartupTree is available at support@startuptree.co

Website

Go to https://evanstonNU.startuptree.co/

We recommend using a computer device instead of a mobile phone in order to access the platform’s full functionality.
Setting up your Profile

Step 1

Step 2

Enter your name and create a password.

By clicking the button below, you agree to
StartupTree’s terms and conditions.

Let’s get started!

Already have an account? Log in

Click sign up button
Step 3

Uploading your profile picture is a nice way to begin to engage with the mentors. They may actually know you!

Step 4

After you click on the Community Member button, a box indicating ‘University Name’ will appear with ‘Northwestern’ in the box. You do not have to do anything with this. Click ‘Add Tag’ and ‘Evanston Business Owner’, then click ‘Next’.
Step 5

‘Roles’ can also be described as your business title. (Example: CEO, Marketer). It will provide a little more information for the mentors. Start typing in your role and choose the one that is closest to your current or previous position. **NOTE:** If there is no role that seems relevant, just leave blank and click on ‘Next’.

Step 6

Type in 3 skills that represent your expertise and they will be added to your profile. There are over 1000 different skills listed so just start typing to find your expertise.
**Step 7**
For your short bio, you can cut and paste from your existing bio (such as your LinkedIn profile) or you may want to tailor it to your most current experience.

![Image of Tell us about yourself form]

**Step 8**
You will now see the home page of StartupTree. Hover over the person icon and select your name.

![Image of StartupTree homepage]
On your profile, click the “Edit” button to choose private or public setting. Scroll below to see how to choose a private or public setting and what mentors will see. It is advised that you choose a public setting. For both settings, your data will only be viewed by the users of the City of Evanston/Northwestern site.
See below for the difference between a public and private profile. For local businesses, a public profile is preferred.

**Private Profile** - displays name, affiliation, and “Connect” button (user can approve/deny connection request)

**Public Profile** – displays full bio, experience, education, skills etc.
**Signing Up for Mentor Meeting**

After your profile is completed, you can find a mentor and sign up for a meeting.

**Step 1**

Once logged in, head to Mentorship. You can search by name, roles, skills, etc.

You can search by name, roles, skills, etc. Once you find a mentor, click **Book Meeting Now**

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![Mentorship Interface](image-url)
Select the time most convenient for you. Click **Confirm** and you and your mentor will both receive a confirmation email. That’s it!

![Meeting Availability Chart](image)

**Confirm Meeting**

*If you are not already a mentee you will be added. See your upcoming meetings on My Mentors page.*

You would like to schedule a meeting with Peter Cortle on: **May 6, 2020 //1:30-2:00PM**

[Cancel] [Confirm]