



Brunei Mentors for  
Entrepreneurs Network

# handbook

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From giving tips and ideas to providing guidance and developing potential business partnerships, a mentor can help guide you through your entrepreneurial journey.



# Titah

“Besides encouraging them through promotional campaigns, entrepreneurs must be assisted to develop. More importantly, they need guidance to start and manage their businesses until they succeed. This is crucial, as not all entrepreneurs possess the necessary business acumen.”

**His Majesty Sultan Haji Hassanal Bolkiah Mu'izzadin Waddaulah ibni Al-Marhum Sultan Haji Omar 'Ali Saifuddien Sa'adul Khairi Waddien, Sultan and Yang Di-Pertuan of Brunei Darussalam during his Titah in conjunction with the Special Cabinet Ministers' meeting on 7 February 2018**

# About The Handbook

This handbook presents information about Brunei Mentors for Entrepreneurs Network (BMEN) and provides guidance and tips on how to register as mentor and mentee under this flagship initiative.

BMEN is envisaged to present a range of opportunities and benefits to help the development of Brunei start-ups and MSMEs through impactful learning relationships, ranging from sharing tips for business development and ideas for new products or services, to providing guidance on strategic growth as well as access to a larger network of contacts locally and internationally.

**DARE**  
Darussalam Enterprise

**First Edition | 2019**

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# Introduction

In order to make MSMEs a major contributor to Brunei Darussalam's economic development, there needs to be in place well-coordinated and structured development programs and initiatives to support and encourage their growth. Business mentorship can be a highly effective and impactful way to improve business performance if implemented and coordinated efficiently.

Brunei Mentors for Entrepreneurs Network (BMEN) aims to serve as an impact initiative that promotes positive growth of Brunei businesses, in particular early stage start-ups and MSMEs by connecting them to business mentors through an effective, well-coordinated and well-structured mentorship program.

This is in line with His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam's Titah during the Special Cabinet Ministers' meeting on 7 February 2018 which emphasized the need to assist and guide our entrepreneurs in starting and managing their businesses until they succeed.

Established in close collaboration with ASEAN Business Advisory Council of Brunei Darussalam (ASEAN-BAC Brunei), this initiative brings together business mentors comprising successful entrepreneurs, industry experts, professionals as well as academics from across various industries and business backgrounds, who are willing to share their knowledge, skills and experience, and provide mentorship on a voluntary basis. Furthermore, BMEN mentors will also have the opportunity to be part of and have access to diverse expertise and mentoring resources provided by the regional network, such as ASEAN Mentorship for Entrepreneurs Network (AMEN).



# Vision, Mission & Objectives



To be the leading national business mentorship platform that promotes growth of Brunei Darussalam's businesses.



To create a strong network of robust and qualified business mentors from various industries and business backgrounds to facilitate knowledge transfer in response to the development needs of Brunei's MSMEs & startups.



To promote and foster strong, effective and impactful learning relationships between mentors and mentees that meet their business development needs and help develop their capacity, capability as well as full potential through a well-coordinated and structured mentorship program.

## Role & Function of BMEN

The role and function of BMEN is to bring together business mentors from across the nation and target personal development of MSMEs and startups who need assistance in specific areas, expertise or knowledge in starting, managing and expanding their business.

The network serves as a platform to encourage voluntary participation of mentors to respond to development needs of Brunei MSMEs and startups through effective and impactful mentorship program.

BMEN is managed and administered by Darussalam Enterprise (DARe) and forms part of DARe programs and initiatives to support the development of Brunei MSMEs.

## Eligibility

### **Mentor**

An individual who is interested to register as BMEN mentor must have adequate experience, knowledge, skill and expertise in business-related areas and must be committed to encouraging and assisting his/her mentees to develop their business to its full potential. The mentor must be willing to provide mentorship on a voluntary basis and spend time with mentees through one-to-one or group engagements on a mutually agreed approach.

To be registered as BMEN mentor, he/she must satisfy the following criteria:

- Successful Entrepreneurs (who own successful business – at least 5 years in business) / Academic / Professional OR Expert in a business-related field (e.g. business development, technical, marketing, finance, legal, logistic, etc).
- Visionary and demonstrates strong leadership with ability to set goals and targets and deliver on these targets.
- Able to simplify complicated concepts and deliver into easy-to-understand content that is appealing and engaging to mentees.
- Passionate in helping MSMEs/startups and willing to volunteer their own time, knowledge and expertise to BMEN registered mentees.
- Strong communication skill (in English and/or in Malay).
- Strong motivational and interpersonal skills with people of different background and status.
- Possibility to provide networking support.
- Residents of Brunei (including foreign nationals).

### **Mentee**

An eligible mentee refers to the business owner (or delegated personnel\*) of a locally registered business who needs guidance and advice from a mentor on any business-related area that requires improvement.

*\*Refers to an employee who is assigned by the business owner to attend the mentorship program on behalf of the owner(s).*

# Registration Process

BMEN welcomes participation of qualified individuals as BMEN mentor who are willing to provide mentorship to local startups and MSMEs on a voluntary basis and on a mutually agreed and beneficial engagement.

Registration for both mentors and mentees can be made via BMEN Portal at [www.bruneimentors.com](http://www.bruneimentors.com).

## **Mentor Registration**

Individuals who meet BMEN criteria can register their interest through BMEN Portal at any time. If necessary, an interview may be conducted to gauge their suitability. Acceptance as BMEN registered mentor will be subject to assessment by DARE.

## **Mentee Registration**

Business owners (or delegated personnel) who need access to BMEN registered mentors for potential mentorship can register through BMEN Portal at any time.

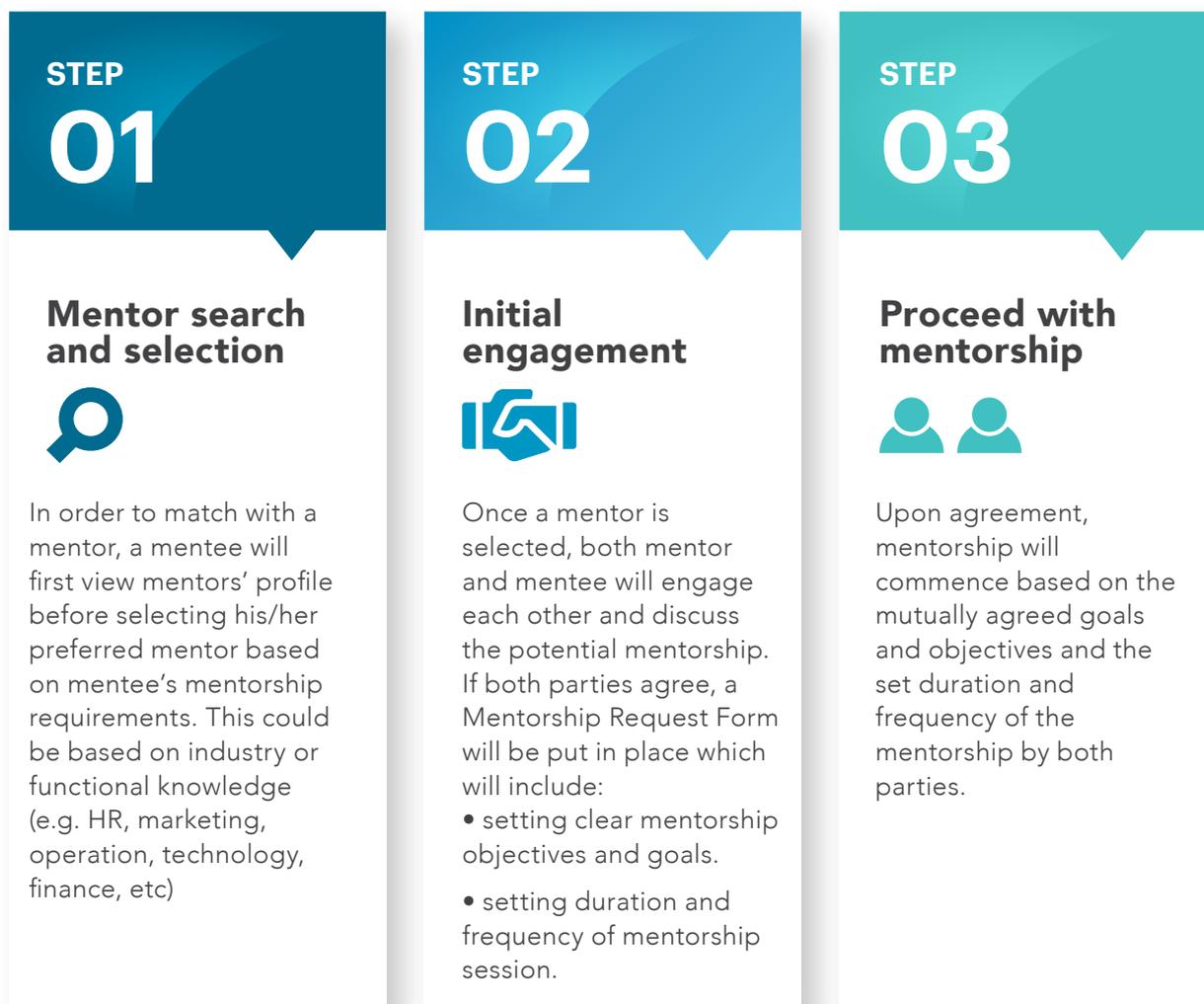


# BMEN Mentorship Program

BMEN mentorship program helps to establish mentoring relationships between BMEN registered mentors and mentees.

The matching and engagement between BMEN mentors and mentees is purely on a voluntary basis and based on a mutually agreed arrangement between both parties. A list of registered mentors with their profile is available on BMEN Portal for mentees to view and select.

The steps to BMEN mentorship program are as follows:



# Mentorship Progress & Evaluation

To ensure maximum effectiveness of BMEN mentorship program, a two-way feedback system will be put in place in order to monitor and evaluate progress of the mentorship.

This will include:

## **Mid-Term Review**

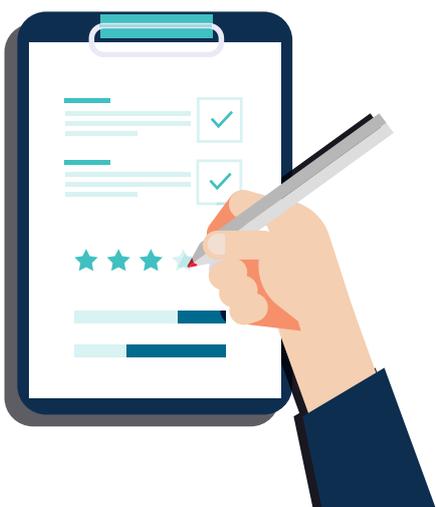
Mid-term review will be conducted half way through each mentorship cycle in order to track progress. Both mentor and mentee are encouraged to provide feedback using the given form.

## **End-of-Term Review**

End-of-Term review will be conducted at the end of each mentorship cycle in order to evaluate the overall progress and effectiveness. Both mentor and mentee are encouraged to provide feedback using the given form.

A star rating system based on scoring of 1-star (not satisfactory) to 5-star (very satisfactory) to rate the mentor's mentorship will be made available through End-of-Term Review. Mentor will have an option to publish this rating (on average scoring) in his/her profile page on BMEN Portal.

There is no limit to the number of mentorship being received by a mentee under BMEN, however, this will be subject to availability of mentors.



# Responsibilities & Expectations

## **Voluntary Commitment**

The engagement between BMEN mentors and mentees is purely on a voluntary basis and based on a mutually agreed arrangement between both parties.

### *For the Mentor*

To be qualified as a BMEN registered mentor, and based on the information provided during registration, he/she may be required to undergo an assessment process to ensure the quality and dedication towards the mentorship program. Once registration is approved, the mentor is expected to deliver, but not limited to, the following:

- Conducting mentorship sessions for BMEN registered mentee(s) based on the mentor's own expertise and knowledge, and on an agreed arrangement with the mentee.
- Assisting the mentee in setting and achieving realistic business objectives, goals and targets.
- Providing resources and guidance to the mentee based on his/her business needs.
- Allocating the expected time with the mentee, maintaining communication, and follow through on mentorship commitments.
- Sharing mentorship experience and success stories with the network based on engagement with the mentee on an occasional basis.

*Note: As a mentor participating in the BMEN program, any advice provided in the course of the mentoring relationship is solely for the purpose of guiding the mentee in his/her business. The mentorship is a service to discuss issues highlighted by the mentee and the mentor's role is to provide relevant advice and suggestions. The mentor is not responsible for providing any advice and/or statements neither as legal advice, nor as a substitute for the mentee's own independent judgement or professional opinions or professional advice.*



# Responsibilities & Expectations

## ***For the Mentee***

During the course of the mentorship, the mentee is expected to:

- Attend mentoring sessions based on the agreed arrangement with the mentor.
- Set clear mentorship objectives and goals with the mentor and be responsible for driving the relationship forward.
- Work with the mentor in setting and achieving realistic business objectives, goals and targets.
- Allocate the expected time with the mentor and maintain communication and follow through on mentorship commitments.
- Share mentorship experience and success stories with the network based on engagement with the mentor on an occasional basis.

*Note: Any advice received in the course of the mentoring relationship is solely for the purpose of guiding the mentee's business development. The mentee must be aware that this relationship is an educational resource to discuss business journey and to receive relevant advice and suggestions from the mentor. The mentee must not rely upon the mentor's advice and suggestions from his/her mentor as a substitute for their own independent judgement or professional opinions or professional advice.*

## **Benefits for the Mentor**

As a BMEN registered mentor, you will have access to the following benefits:

- Strengthen networks with mentors within BMEN.
- Have access to regional/international network partners and resources (e.g. ASEAN Mentorship for Entrepreneurs Network - AMEN).
- Participate in mentor training and development (locally and regionally).
- Invitation to DARE networking events.
- Be recognized for outstanding dedication and commitment towards BMEN mentorship program (through Business Mentor Awards).
- Potential pipelines for further mentoring or coaching beyond voluntary engagement (e.g. paid mentoring/coaching services).
- Opportunity for business relationships or partnerships with the mentees (e.g. investment, joint venture etc).
- Give back to the community.

# Responsibilities & Expectations

## **Benefits for the Mentee**

As a BMEN registered mentee, there will be opportunities to, among others:

- Grow your business through BMEN mentorship program.
- Get connected to successful business personnel, experts & professionals.
- Develop and improve your business skills.
- Expand your network with BMEN mentors.
- Attend networking events.
- Engage in business relationships or partnership with the mentors.

## **Progress Documentation**

To ensure maximum effectiveness of BMEN mentorship program, a two-way feedback system will be put in place in order to monitor and evaluate progress of the mentorship. For this purpose, BMEN mentorship will be documented as follows:

- Mentorship Request Form – This document establishes how and when the mentee and mentor will execute mentorship program. This includes documenting:
  - Mentorship objectives and goals.
  - Duration and frequency of mentorship program.
- Mentorship Progress and Evaluation – This document will include Mid-Term and End-of-Term Review to show progress achieved and provide feedback on the effectiveness of the program. Both mentor and mentee are encouraged to provide feedback.

## **Time Commitment and Communication**

The flexibility of time commitment and communication between mentors and mentees will be based on both parties' capacity. The commitment could range from a minimum of a one-off meeting to as frequent as possible subject to what is mutually agreed between both parties.

There may be periods of time when neither party is available to meet. It is reasonable to expect both mentor and mentee to respect each other's time and other responsibilities, ensuring that they do not impose beyond what is reasonable. It is expected to give at least 48 hours cancellation notice in the system for the meeting.

# Responsibilities & Expectations

## **Mentorship Agreement**

A trusting mentorship relationship allows for open discussions and helps toward progressing the mentee to achieve success. Hence, it is highly recommended for the mentee and mentor to enter into a mentorship agreement prior to engagement to ensure that the execution of the mentorship program is as agreed by both parties and that all information shared during the mentoring relationship is confidential (which includes any personal information, business ideas discussed, intellectual property such as brand, names, logos, product inventions etc.) unless mutual consent is given.

*Note: If there is any concern, mentors or mentees are expected to raise them with BMEN Admin so that they can be accordingly addressed.*

## **Mutual Respect & Integrity**

Both parties must respect each other's time, effort and qualifications and must be honest with each other for an impactful and effective mentoring relationship.

## **Unacceptable behaviour**

Unacceptable behaviour or improper conduct towards anyone directly and indirectly involved with BMEN will not be tolerated. If a participant is proven to be engaged in such behaviour, BMEN may take the necessary action that is deemed appropriate, which may lead to a ban from the network. Any unacceptable behaviour or concerns should be notified to BMEN Admin as soon as possible.

## **Cancellation of Mentorship Agreement**

The mentor or mentee may terminate the mentorship agreement based on either party deciding that it is necessary to terminate the mentorship prior to the agreed mentorship end date. Termination of mentorship agreement must be informed to BMEN Admin through BMEN Portal.

# Notes



# BMEN

Brunei Mentors for  
Entrepreneurs Network

For any enquiries relating to  
BMEN, please contact BMEN  
Admin via  
[www.bruneimentors.com](http://www.bruneimentors.com) or email  
[bmen@dare.gov.bn](mailto:bmen@dare.gov.bn).

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