

LSE Generate Mentoring Case Study Template Guide

Questions	Response prompts
Name	April Stephenson
Job title	Founder
Company name	Simba Technologies
Why did you get involved in mentoring with LSE Generate?	<i>Mentor; I'm an LSE Alumni who was familiar with Generate's offerings in 2019-2020 and participated in the pitch competition. I think it's important to share insights and build mentor relationships, especially with those who don't have access to information through their informal networks, as I myself found entrepreneurship opaque, even after working at multiple startups. I appreciate LSE's social impact focus and align with their long-term goals.</i>
What was the name of the LSE Generate programme that your mentoring was connected to?	<i>Mentor Be, Female Founder Mastermind</i>
What's your mentoring / mentee experience?	<i>I have informally served as a mentor throughout my career, especially for young women in tech. I also mentor early-stage African entrepreneurs through Bridge for Billions/OYA (Opportunities for Youth in Africa). The tech sector a decade ago was a hard place for a young woman (me) to find footing, so I know especially well how important mentorship is in professional development.</i>
What impact has mentoring had on you, personally or professionally?	<i>It was very difficult for me to find advocates early in my career. I distinctly recall making a commitment to myself early on that I would do anything I could to prevent others from feeling the way I did. This is why mentoring is so important to me.</i>
What advice would you give to another mentor?	<i>People with experience know a lot more than they think; even the banal day-to-day of business and the workplace is valuable to those who are early in their journey. Build trust first, get to know people, and recall honestly what a mystery things were for you early on. Remember that a little encouragement is sometimes all that's needed to push someone along, and once trust is built don't be afraid to hold people to structure and goals. Entrepreneurship is hard, but a good mentor/coach can make a huge difference for someone who is unsure. We need more good business leaders in this world, and it starts here.</i>



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