

Business Mentorship Intake Form:

Part 1: Laying the Foundation

1) What are the main products/services you offer currently?

At SageCareers, we're not just about learning; we're about doing. With the job market and workplace evolving faster than ever, it's time to bridge the gap between knowledge and action. We've crafted a unique three-phased approach (Learn, Do, Launch) that takes you from learning cutting-edge skills with industry top experts and 1:1 coaching to applying them in with real-world project experience.

This program is the only one that personally matches students and professionals looking to pivot their careers with real startups, founders, agencies, accelerators, and non-profits to work on a project-based case study, for 6 weeks to 6 months. Students work part of a remote team individually or with other cross-functional classmates part of their cohort. Our students gain hands-on [apprenticeship](#) (externship) training with real companies after completing their lectures and personal portfolio projects.

Program Details:

Students can join at Phase 1 if they are new to the topic or Phase 2 if they already completed another bootcamp that doesn't offer any externships.

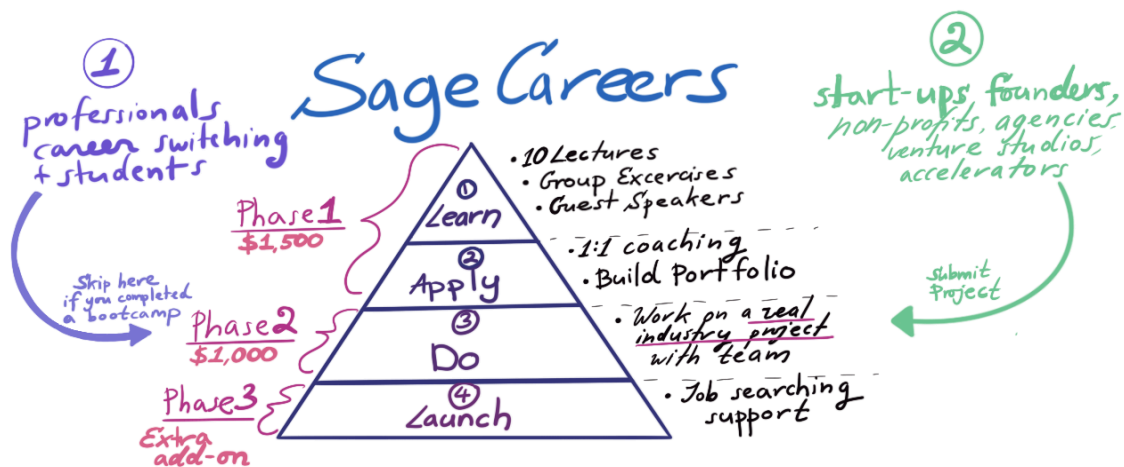
1. Phase 1: Learn

- 10 weeks of lectures, self paced or live
- Group exercises
- Guest speakers and workshops
- 1:1 coaching from top industry experts on materials
- Build portfolio by working on a case study

2. Phase 2:Do

- Work on a real industry project
- Independently or with cohort students
- Continue getting 1:1 coaching to help you finish the project

[More on the problem and solution here.](#) Including how it works, screenshots of the program, additional offerings, and bonuses the students get when enrolling.



2) Who is your target market for this? How much do your products/services/programs cost?

I have two audiences I need to sell to and recruit separately so that I match them together:

1. **Participants:** Professionals or students (recent graduates) who will enroll in the program to learn new skills and change careers.
 - **Cost:** \$1,000 - \$5,000 depending on the phases they complete.
2. **Companies:** Non-profits, agencies, start-ups, founders, executives who have projects for interns, entry-level folks, freelancers or independent contractors.
 - **Cost:** FREE. I'd love for companies to provide stipends though directly to the students for their work.

Participants Customer Profiles:

1. **Career Switchers & Second Career Seekers:** Ready for a new direction? Transition smoothly into your next chapter.
2. **MBA Graduates & Industry Switchers:** Applying your transferable professional skills in a fresh and in-demand way.
3. **Recent Graduates:** Step confidently into the workforce by bridging the gap between academia and your first real job.
4. **PhD Candidates & Academia Leavers:** Translate your specialized skills into corporate success.
5. **Purpose-Driven Professionals:** Find the role that fits not just your skill set, but your mission and higher self. Align your career with your values and passions.

6. **Returning Parents:** Come back to the workforce stronger and more prepared than ever before.
7. **Traditional Industry Professionals:** Facing changes in mining, auto, or any traditional sector? Re-skill and adapt with cutting-edge insights and opportunities.
8. **Aspiring Entrepreneurs & Freelancers:** Embrace the gig economy and freedom with confidence. Whether it's a side hustle or a full-time fractional role.
9. **High-school Students:** Skip expensive College and launch an in-demand career at a fraction of the cost.

Company Customer Profiles:

1. **Agencies (Marketing, Design, Development):** Our students fit right into those short-term gigs, and bring fresh, creative energy to your team of contractors and freelancers.
 - Example: [Koi Studios](#)
2. **Start-ups Seeking Interns:** An ideal alternative to traditional intern and entry-level job searches, our students come with training and the bonus of a mentor with 10+ years of experience who will oversee their work, reducing the risk of entry-level hires. This setup also offers growth opportunities for existing employees to step into mentorship and management roles.
 - [Lots of job boards](#) just for intern or entry level roles, and on LinkedIn too
3. **Executives Interested in Mentoring:** For managers and directors eager to give back, offering a project to our students allows them to fulfill their mentoring aspirations while contributing to practical, real-world learning.
 - Example: [List of leaders here](#) or [here](#)
4. **Accelerators, Incubators, and VCs:** Our students provide valuable support to early-stage, resource-limited companies with the backing of industry mentors, offering a cost-effective way to get 10+ years of industry expertise on your team.
 - Example: [Founders Factory](#)
5. **Non-profits:** With tight budgets and big missions, non-profits can greatly benefit from the support of our skilled students, managed and mentored by experienced professionals, making the most of their funds while advancing their digital presence and projects.
 - Example: Democracy Lab
6. **Early Stage Founders:** For founders who are just starting and swamped with execution tasks, our students are trained in 0 to 1 product launches and can offer critical support in developing brands, websites, and product strategies, and hands-on assistance with things like design, usability testing, research and more.
 - Usually don't have a website yet. Part of Accelerators. [Here's a full list.](#)
 - Or finding start-ups [on forums like this](#)

7. **Social Impact Groups & Corporate Incubators:** Similar to startups, these internal groups within larger organizations looking for agile, innovative project execution will find our students' support invaluable, especially for 0 to 1 projects needing dedicated “all boots on deck” effort.
 - [List of corporate labs here](#)
8. **Freelancers & Fractional Leaders:** Boost your project capacity and scope with our students. They bring fresh skills and enthusiasm, allowing you to tackle larger projects and get more done, faster for your clients with the help of professionals in the US who have prior work experience, great communication, and collaboration skills that are often lacking when you hire help on Freelancer or UpWork.
 - Example: [leaders from communities such as this](#)

3) Why would someone be seeking your products/services?

Benefits to Participants:

- **Personalized Plans:** Enjoy coaching and project placements that match your individual goals, experiences, and dreams.
- **1:1 Coaching:** Unlike most boot camps, you get to talk to real industry experts every week who mentor you throughout the whole program.
- **Hands-On Experience:** Dive into real projects with startups and nonprofits, where you'll apply what you've learned from class in real companies with real teams.
- **Industry Exposure:** Gain firsthand experience by working directly with companies, and learn teamwork, communication, and leadership.
- **Stand Out in Job Applications:** The portfolio you build in class and the hands-on experience you'll gain after completing the lectures will set you apart in the job market and interviews.
- **Access to Community:** Supportive students, instructors, and coaches ready to help you stay on track.
- **Career Launch Support:** From perfecting your job application to mastering interviews, our AI-driven job search tools and career specialists are here for you if you choose after graduation.

Benefits to Companies:

1. **Tailored Matchmaking:** We'll design a project with you, then connect you with a skilled and enthusiastic candidate. We have dozens of project templates to choose from that are sure to make an impact on your company's products.
2. **Cost-Effective Solutions:** Benefit from the contributions of eager learners on projects without the full cost associated with hiring interns or junior-level employees that you have to train because we do the training for you!
3. **Free Guidance from Industry Expert:** Enhance your project with the insights and support of an industry mentor with 10+ years of experience who is guiding the participants on the job, without any additional expense.
4. **Trial Before Hire:** The placement period offers a unique opportunity to evaluate a candidate's fit for full-time roles, and seamlessly transition stand-out talent to full-time.
5. **Leadership Opportunities:** Enable your senior staff to take on leadership roles, scale their impact, and mentor the next generation of talent, while expanding their leadership skills, especially if the hierarchy of your company is currently flat.
6. **Innovation Boost:** Students often come with innovative ideas and new approaches that can inspire creativity and drive innovation within your teams, or help on hackathons and innovation sprints.
7. **Pay It Forward:** By participating, you're giving back to the community, providing opportunities to ambitious individuals seeking to make a career transition, and reflecting on the chances you once sought or wished for.
8. **Contribute to the Future of Work and Education:** By providing real-world experience to students, you're playing a crucial role in preparing the next generation of professionals, contributing to a new way we can learn and work.

More to ease their anxiety...

1. **Experienced Talent:** Our candidates, each with at least 2 years of professional background, are motivated, proactive, collaborative, and trained both in hard and soft skills.
2. **Flexibility:** The flexibility of project durations (from 1 month up to 6 months) allows you to align student projects with your short-term needs or longer-term initiatives, ensuring that you get support exactly when you need it.
3. **Ready from Day One:** After completing our 10-week intensive training, participants are fully equipped to contribute effectively to your project with support from mentors, templates, and resources.
- 4) **What happens to this person without your products/services? Make a list of challenges your potential clients are facing that would drive them to want to work with you:**

1. Participants:

- Have to struggle on their own to gain relevant experience and skills for a new career like product management, product design, user research.
- Have to struggle navigating a career transition and pivot on their own, often with many failed attempts, rejection.
- Might do a bootcamp (like one of the competitors I mention) that costs over \$10,000 for 10 - 12 weeks of lectures but doesn't provide any 1:1 coaching and no relevant experience. So students just get the knowledge but they can't apply it. They are still stuck looking for a job and employers don't care if they did a bootcamp or not. They care about relevant work experience that these bootcamps almost never provide.
- The participant has to look for internships and entry level roles on their own, which often require experience

2. Companies:

- THIS I am less confident in :(And this is what makes my program unique, but also difficult. If I can overcome the challenge of getting companies to agree to the work experience, there's so many students looking for just this right now. Yet I've been getting a lot of NOs. This is probably why so many programs like this don't exist. Yet we do see them some times, like associate rotational programs, internships, apprenticeships etc...so it's really not a new concept.
- Companies usually would hire on Freelancer or UpWork for freelancer, short-term project work - there's not a lot of great talent on there, it's all very low cost but low quality. So my students are much better.
- Companies look for interns or entry level employees. Again these interns are usually not prepared for the job and companies need to train them. I take that effort off their hands, and actually make sure that the participants are effective from day one. Most companies know interns just such time...and are usually students straight from school. Where I would be placing professionals with prior work experience (just in a different industry).
- Companies make senior employees do repetitive, research, recruiting tasks, especially if the company is small. Instead these senior employees can get help from a student.
- Companies run their own hackathons and innovation sprints on new ideas, this is great for employees, but it requires a lot of research on customers, the market, competitors that an entry level employee can do. Also requires collection of data and information. These hackathons can be

supplemented by our students that help the company explore a complete new area, features, customer or product.

5) Describe the transformation you provide for your clients through your business:

I don't know how to answer this...well.....I wish I had something like "you will be X pounds lighter" lol

For participants "You get to learn new skills required for a career pivot and land a job of your dreams in way less time then if you were to learn, find work, gain experience on your own. AND it cost way less then competitive schools."

For companies...don't know

6) Do you have any testimonials/proof of this transformation?

Angelina is a great mentor and an excellent PM. I have learned a lot from her as a coach till now and she help prepare myself to take on challenges as a young PM. Basel	Angelina's insights into the product management and e-commerce worlds are invaluable. Her open yet pragmatic approach has unlocked an entirely new perspective on what it means to be an effective leader and team member. Cailin Smart	Angelina is an excellent product leader and mentor! I started working with Angelina a few months after my layoff looking to transition from engineering to a product role. Her guidance and mentorship played a pivotal role in my journey and opened additional avenues I wasn't aware of earlier. Highly recommended! Deep Condel
Angelina is an exceptional mentor! She took the time to understand my career goals and helped me put together an action plan to start moving in the right direction. She listened deeply, asked thoughtful questions and checked in regularly to see if I had questions. Working with Angelina has been a very valuable and reflective experience. I strongly recommend Angelina's mentorship to anyone seeking career guidance and support. RJ D.	Angelina introduced me to a really powerful system that helped me create a vision for what I want to do, break things down into actionable goals, and helped me actually stick to doing the things I planned. With just one meeting with Angelina, I had more confidence and a clear step-by-step plan that helped me do a complete career change and transition into tech. She provided me with valuable insights and strategies needed to make the right decisions. Anna Kazannik	Angelina is a great career coach. She provides clear direction in terms of product thinking and is well versed with in Product Management principles. Bijesh
Angelina is an exceptional mentor. We began our journey together as I was transitioning jobs, and she helped me prepare for final round PM interviews. I landed my dream role as a result of our partnership! She combines a deep knowledge of product management best practices with rich experience. She's taught me that real-life scenarios often require us to adapt and innovate beyond established frameworks. Her passion for the field is inspiring and contagious. Furthermore, her ability to build trust and foster confidence has positively impacted my professional growth. Alexandra	She has been an absolute gem as a UX mentor. Her generosity in sharing her knowledge and her ability to make complex concepts easy to understand have been a game changer for me. Throughout our interactions she has shown to be patient, no matter how basic my questions, and she's always gone the extra mile to make sure I fully understood the concepts. I am really grateful for all she's given me. As I continue on my journey, I look forward to staying in touch with her for more guidance. I highly recommend Angelina to anyone looking for a mentor who is not just knowledgeable, but genuinely invested in your growth. Yves Binda	She is fantastic, patient, and knowledgeable, sharing many great suggestions. I could not think of a better product management mentor. Veronika

7) List any certifications and qualifications you have:

- **3x founder and brand name corporate experience:**
 - One SaaS \$1ARR company where I hired interns.
 - Lots of work in start-ups so I know what their product teams need and how a student can benefit.
 - Work at reputable companies like Meta and Shopify so I can back up the “10+ years of experience supporting all the participants” guarantee, and recruit similar people to help.
- **Leadership, coaching, mentorship, teaching experience:**

- 10 years in the industry coaching and leading junior employees
- 50+ coaching clients under my belt in careers, life, health
- Used to be a teacher at General Assembly (Product Management Bootcamp) and created many workshops on this topic, influence, getting a job
- **My own experience:**
 - Switched from business to entrepreneurship to product management now to my own thing. Also was a freelancers, fractional leader, etc.
 - Learning all the skills I need to switch careers myself.

8) List any special skills, interests, hobbies, experiences or talents that you have that you feel would be relevant to your business:

- Well I just love speaking, teaching, mentoring - but need to learn to do this on camera....and social media...
- I also LOVE building systems and organizing things and automating

9) What brings you the most joy in your life and business currently?

- Starting all of these projects. Or should I say continuing them and actually getting them out the door.
- Wellness and health - study anything and everything in this field
- Spiritual, wellness, health technology - and AI

10)What have been your greatest 3 successes to date?

- Moving to the US alone, getting my green card and at the time dream job. Building a career and life without any support, immigrant family, no dad, while supporting grandparents and going through 3 lay-offs, and being kicked out of university 2 times due to personal struggles.
- Doing all the above in quite a balanced way, where I still got to travel to 50+ countries, and live a meaningful life
- Failing so many times....but still having the passion for entrepreneurship
- Going through a really intense and fun spiritual awakening...

11)What would you consider to be your top 3-5 PERSONAL values?

Loyalty: kindness, integrity, compassion, fairness, respect, trust, generosity, commitment, love, reciprocity, openness, safety, acceptance, non-judgment

Balance: inner peace, health

Freedom: independence, being heard, authenticity, autonomy

Curiosity: learning, growing, knowledge, wisdom

Abundance: Achievement, influence, leadership, success, ambition, initiative, purpose, financial stability

12) What would you consider to be your top 3-5 BRAND values?

- Inspiring, uplifting, positive, motivational, energizing
- Organized, systemizing, clear, direct, action-oriented, wise
- Soft, earthy, grounded, calming, conversational, approachable, open-minded, caring
- Balanced feminine and masculine
- Friendly and supportive: Like a big sister, mom, supporter, and best friend cheering you along!

Part 2: Crafting Your Vision

1) How do you want to feel in your business 6 months from now?

Super confident and comfortable. The business runs on auto-pilot because I have completed all of the “product”. That means I have videos, automated messages, support, community all running on it’s own for any participant that joins and then all I have to do is teach the classes or support the student 1:1. Ideally I also am able to give “work” to the mentors I have already signed up, so they can take on the teaching, coaching and mentorship responsibilities instead of me.

Also the sales and marketing to both customer types is automated...people find me online, they come to my site or forms, book a call (or just directly sign up) and all I have to do is answer sales calls and convert clients. Or better yet for the companies they sign up remotely, and I contact them only when I have students for them to choose from.

With everything running on auto-pilot I can expand my programs 😊

2) Do you have specific income goals you’d like to be hitting in your business this year?

YES - right now I am back to making ZERO! I had students and companies last year...and now need to fill my funnel.

My goal is \$10K a month. If each student pays \$2,500 for the program I need to sell 48 students to be part of the program. Usually I can place 2 - 3 students on a project at a company...so I only need 24 companies...or even less. **This is just for the product management program.**

3) Do you feel like there is anything within your daily routines/habits that is blocking/preventing you from being where you want to be in your business?

N/A

4) Do you feel like you have any mindset/mental blocks that are preventing you from where you want to be in your business? If so, please describe:

I over think. I look at competitors and wonder why me...how can I stand out.

I have a hard time just getting things out there...being a perfectionist.

I got rejected so much before with sales, and it didn't really work, so I have a bit of fear from that.

5) Describe what your dream business looks like... What are you offering? Who are you working with? How many clients do you have? What does a typical day in-the-life look like?

OMG YES...

First dream....SageCareers is making \$500,000 a year across a few programs not just Product Management. I already have teachers and mentors lined up for Product Marketing Management, Content Design and User Research but NO students or companies. Yet, these are programs and skills companies will be even more interested in then product management.

1. Students are now paying \$3,000 each
2. Which means I only need 100 students per year
3. And only 25 - 50 companies per year, if I place 2 - 3 students in groups at each company.
4. Maybe I open up another income stream. If companies hire my students full-time I can get a 10 - 20% commission / placement fee.
5. Companies see the value in the program and are more willing to compensate students, which makes them more excited to apply to the program and pay up

front. This equals to an additional \$50K a year if I place 5 students full time at \$10K each.

6. I'm incorporated as a non-profit (I have a friend that can help me do this in 3 - 6 months) ... I just need to show results. And this non-profit is able to get \$150,000 in grants per year...so we can place 20 students for free in the program (they need to apply for the scholarship) at \$7,500 each.
7. I'm able to do all this without too many full-time employees. I would hire head of operations to make sure all the automated systems are running just fine, finding mentors, organizing the instructors, and I would hire a contract customer support person that will ensure everyone is happy before joining the program and after.

Second dream...my programs and how I help people and who I help is expanding. Honestly, if this works, I will keep working with you over and over again to launch the next two programs I'm so passionate about. But the main thing that is stopping me is sales skills and marketing skills (even though I know all the theory, read so many books, did so many courses).

1. I have started a pilot called "SageSemester" or "SageCampus" aiming to revolutionize high-school education and what people do as a University alternative. The program consists of helping student find their purpose, learn by building a project, getting an expansive experience through one of our partners (i.e. going to live in a remote village) and then getting coaching at the very end to craft a path that will help them find alternatives to College or apply to College. Basically building a competitor to this: <https://joinprequel.com/> (because I think this program is too focused on shoving kids into the system, vs. expanding their thinking and creativity).
2. I also have started building "SageSanctuary".....this is fuzzy still.....right now I am creating a trial, beta life coaching program that I will test with my friends. I want to continue with my personalizing healing framework that helps people through tough changes. I have one in mind, but I need to start testing it with real people. This program is all about overcoming burn out.....productivity....etc.....