

General information							UX				Business Model		Summary			
Mentorship Program Name	Competitor type (direct or indirect)	Primary Market Segments	Product offering	Pricing Strategy	Website (URL)	Unique value proposition	Interaction	Visual design	Brand identity	Tone	Revenue Streams	Partnerships	Reviews	Strengths/Weaknesses	Gaps	
ADP List <i>(Amazing Design People List)</i>	Indirect	<p>Leans toward design fields</p> <ul style="list-style-type: none"> Mentors Mentees <p>Primary age group: 25-34 Gender distribution: pretty even, leans slightly toward females</p>	<p>ADPList is a community-driven mentorship platform for designers and product professionals that provides free and accessible mentorship opportunities for all levels, backgrounds, and disciplines.</p> <p>Mentor/Mentee Categories:</p> <ul style="list-style-type: none"> Design Product Engineering Marketing Data Science No/low Code Content Writing Product Research Sales/BD Talent Acquisition 	<ul style="list-style-type: none"> Advanced Mentorship: varies between eligible mentors <ul style="list-style-type: none"> <i>Mentor Criteria:</i> min 6 years experience in the specific domain, High Quality of Feedback & Reputation, location Courses: range from free - \$29 <p>(ADPList is funded by 10 investors. Wu Wenxiang and Crystal Widjaja are the most recent investors.)</p>	https://adplist.org/	<ul style="list-style-type: none"> free mentorship global network gamified elements (<i>achievement/milestone badges & karma points</i>) 	<ul style="list-style-type: none"> Wishlist (<i>keep track of mentors you want to book with</i>) Mentor matching (<i>answer questions about your current goals and ADP will 'match' or recommend mentors for you</i>) 1-1 mentorship sessions & group sessions Advanced mentorship sessions (<i>book multiple longer sessions at once for a price</i>) Messaging center (<i>message mentors you have met with</i>) Neighborhood (<i>community forum - beta</i>) Masterclass courses 	<p>Positives:</p> <ul style="list-style-type: none"> clean/engaging UI (<i>card/widget dashboard design</i>) clear/easy to use navigation several filtering options, categories, & search bar extensive mentor profiles (<i>bio, experience level, expertise, education, reviews</i>) separate tab to keep track of bookings several email reminders for upcoming sessions <p>Negatives:</p> <ul style="list-style-type: none"> no guarantee that mentors will accept your booking request 	<ul style="list-style-type: none"> Friendly & approachable Distinctive logo Neutral color palette - black & white, colorful CTAs (<i>professional, clean look</i>) Community and connection focus Consistent social media presence (<i>active on LinkedIn</i>) 	supportive, motivational, professional	<ul style="list-style-type: none"> investors advanced mentorship masterclass courses 	<p>Superside: A design platform that offers mentorship, group sessions, and CSR mentorship</p> <p>Salesforce: Offers mentorship, group sessions, CSR mentorship, and content initiatives to help find quality candidates in design and strategy</p> <p>ProApp: Offers mentorship and education to design enthusiasts and job seekers</p> <p>ServiceNow: Offers group sessions, CSR mentorship, and content initiatives</p> <p>PMDojo: Offers a 15% scholarship to the ADPList community for the PMDojo Product Accelerator</p> <p>DesignerUp: Offers a 30% off Product Design (UX/UI) Course, a free Notion Product Design Workspace, and Notion Portfolio Templates</p> <p>Memorisely: An online tech campus and community that educates product teams and career switchers in UX/UI Design and coding</p>	Mixed reviews...	<p>Positive:</p> <ul style="list-style-type: none"> free resources great experiences with mentors great advice <p>Negative:</p> <ul style="list-style-type: none"> rude mentors unqualified mentors - general advice that could be found online booking requests never answered 	<p>Strengths:</p> <ul style="list-style-type: none"> free for mentees no long term commitment to stay with one mentor if they are not right for you <p>Weaknesses:</p> <ul style="list-style-type: none"> "little to <u>no long term relationship building</u> between individuals. It may happen sometimes, but most sessions are one or two to get specific info and then you never hear from them again" no way to send an <u>anonymous</u> rating or feedback for specific mentors to improve quality of mentorship varies from mentor to mentor 	<ul style="list-style-type: none"> mentor training? encouragement to have long-term relationships with mentors & mentees mentors are not paid, low incentive
MentorCruise	Indirect	<p>Allows people to sign up as Mentors or Mentees.</p> <p>Mentors:</p> <ul style="list-style-type: none"> Anyone can apply (fill out a form) to be a mentor. They ask a variety of questions and inquire about your experience and why you want to be a mentor. <p>Mentees:</p> <ul style="list-style-type: none"> Individuals looking to grow in their careers in tech, business, design, and career. Businesses looking for mentors for their teams, Executive/CEO coaching, startups, and more. 	<p>Mentees:</p> <ul style="list-style-type: none"> MentorCruise offers mentorship for individuals in the Tech, Business, Career, and Design industries. In addition, they also offer mentorship specifically tailored to businesses for team mentorship, Executive/CEO coaching, mentorship for startups, and more. <p>Offerings: As a baseline, mentees have unlimited chat connection with the Mentors they pay for, a 7-day free trial, and sessions (meetings) with their Mentor.</p> <p>Mentors:</p> <ul style="list-style-type: none"> Fully customizable monthly offerings and pricing. 	Mentors set their own monthly price/offerings and MentorCruise takes 20% of it.	https://mentorcruise.com/	<ul style="list-style-type: none"> 12,000+ Mentors to choose from Mentors from 100+ countries Mentors can fully customize their offerings and pricing Mentees get a 7-day free trial and unlimited messages with their chosen Mentor Mentorship offerings for individuals and businesses 	<ul style="list-style-type: none"> Mentorship search feature with filters for skills, companies, job titles, price, and more like top rated, location, and new. Organized mentorship navigation that shows specific categories under tech, business, career, and design industries. View Mentorship profiles that show detailed information on offerings, pricing options, session/meeting offers, and read reviews from past mentees. 	<ul style="list-style-type: none"> Clean/Simple Easy to navigate (clear navigation) Mentor profiles with detailed info to view Mentor search/filter and browse feature 	<ul style="list-style-type: none"> Clean and professional Personable - shows Mentor's image while browsing Easy to understand - appropriate use of hierarchy, color, and negative space Primarily white with accents of blue and green 	<ul style="list-style-type: none"> Professional Motivational Friendly 	<ul style="list-style-type: none"> Automatically takes 20% of what the Mentors get paid 		<ul style="list-style-type: none"> I see lots of positive reviews for MentorCruise when looking online 	<p>Pros:</p> <ul style="list-style-type: none"> 12,000+ Mentors to choose from Mentors from 100+ countries Mentors can fully customize their offerings and pricing 	<ul style="list-style-type: none"> Focused on career related topics - could expand and allow other areas like life, nutrition, etc. 	

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Growth Mentor	Indirect	Focuses on Startup Growth and Marketing - Founders - Marketers - Growth practitioners - product folks	The Growth Mentor allows startup founders and marketers to have 1 to 1 conversations about growth, marketing and everything in between with leaders in the startup world.	Subscription based - pricing starts at \$75 per month	https://www.growthmentor.com/	<ul style="list-style-type: none"> - You can get mentorship in almost any area of marketing you can think of, with practical, hands-on advice about your specific problem. - Cover 34 different skill areas, including product management, team building, sales, and customer success. You can learn about any of these areas, uncover new skills and get the holistic understanding of how the elements of your company or product work together. - 556 of the 700+ mentors mention growth in their profiles, 269 specialize in growth marketing, 136 in growth strategy, and 26 in growth product. - Pro members get a custom growth map: define long-term and short-term KPIs -> identify skill gaps -> Each member gets a custom mentor suggestion roadmap based on their goals, and a growth coach to support their continual learning -> quarterly checkins 	<ul style="list-style-type: none"> - Browse database using filters or AI (gpt-4) - Filter by: skills, role, industry, tools, location - Built in booking system - Mentor profiles feature: Bio, expertise, toolkit, experience, reviews, messaging, and booking - Learning resources: blog, podcast, video library, glossary - City squads: Groups for specific cities, join the group and connect with others locally and meet in person 	<ul style="list-style-type: none"> Positives: <ul style="list-style-type: none"> - Clean UI with effective use of white space and spacing - Clear navigation - Mentor search page is clear and easy to use: Search and filters displayed at the top - Clear CTA's through use of action primary colors Negatives: <ul style="list-style-type: none"> - really unclear what features are available to users - front page only advertises mentoring but once you look at pricing there are other features available/locked behind paywall 	<ul style="list-style-type: none"> - simple and clean - utilizes reviews and testimonials throughout to build rapport (may be over utilizing) - White and purple with use of gradients in the background gives an uplifting feeling 	<ul style="list-style-type: none"> - Professional - Appeals to startup/tech space 	<ul style="list-style-type: none"> Users pay for membership (Quarterly or yearly): Light (\$49/month): <ul style="list-style-type: none"> - 1 free call / month - 100+ hrs video library - slack community - join city squads Pro (\$99/month): includes everything in light plus <ul style="list-style-type: none"> - unlimited calls / month - hands on matching - advanced networking - post "help requests" - growth roadmapping Team (\$249/month): <ul style="list-style-type: none"> - everything in pro plus - reporting and analytics - custom OKR based roadmap - private slack channel - transferable licenses 		<ul style="list-style-type: none"> - lots of positive reviews featured on the website - Positive reviews from mentors - Overall positive reviews from mentees 	<ul style="list-style-type: none"> Strengths: <ul style="list-style-type: none"> - Make an effort to help mentees find the right mentor for them through features like AI and roadmapping Weaknesses: <ul style="list-style-type: none"> - Due to catering to niche industries, mentees find it hard to get actual useful advice - Not made for long term mentorship with a single mentor - Not great for teams - Operates more as a consultancy, you get advice from professionals but its up to the user to make it actionable, no hands on help 	<ul style="list-style-type: none"> - Features a lot of great tools for users such as: mentoring, slack community, local groups, but the main focus is on the mentorship - Could build a large community for startup founders and marketers to interact and help each other alongside the mentorship 	
Mentorpass	Indirect	Tailored for startup founders who are looking for an advisor	Mentorpass also known as the Classpass for mentorship. It is a mentorship platform that helps founders build and scale their businesses by connecting them with startup advisors in the world.	<ul style="list-style-type: none"> Classpass-like subscription model starting at \$300 per month with 30 monthly booking credits. Users pay (monthly or quarterly) for a Lite, Standard, or Premium tier. Lite (\$350 or \$300 per month) <ul style="list-style-type: none"> • 30 credits per month • Can book a few calls with team-level mentors Standard (\$650 or \$600 per month) <ul style="list-style-type: none"> • 60 credits per month • Can book a few calls with all-star mentors Premium (\$1,250 or \$1,200 per month) <ul style="list-style-type: none"> • 120 credits per month • Can book multiple sessions with VIP mentors 	https://www.mentorpass.co/	<ul style="list-style-type: none"> • Mentees pay monthly or quarterly for a tier which gives them booking credits they can use with multiple mentors on the site 	<ul style="list-style-type: none"> • Non-members do not get to see all the mentors on the site, only members can see and book with mentors. • View Mentorship profiles that show detailed information on offerings, pricing options, session/meeting offers, and read reviews from past mentees. 	<ul style="list-style-type: none"> • Mentor profiles with detailed info to view • Mentor search/filter and browse feature 	<ul style="list-style-type: none"> • Clean and professional • Primarily utilizes black, with areas of contrasting stark white, and a blue/purple accent color • Lots of bold text • Censored cuss word on Mentor homepage 	<ul style="list-style-type: none"> • Professional • Has a "get the job done" feeling • Bold 	<ul style="list-style-type: none"> Users pay (monthly or quarterly) for a Lite, Standard, or Premium tier. Lite (\$350 or \$300 per month) <ul style="list-style-type: none"> • 30 credits per month • Can book a few calls with team-level mentors Standard (\$650 or \$600 per month) <ul style="list-style-type: none"> • 60 credits per month • Can book a few calls with all-star mentors Premium (\$1,250 or \$1,200 per month) <ul style="list-style-type: none"> • 120 credits per month • Can book multiple sessions with VIP mentors 		<ul style="list-style-type: none"> • I see positive reviews when looking online 	<ul style="list-style-type: none"> • Users can only browse mentors if they pay for the service, which is pretty pricy. 		
The Muse	Indirect	1. job seekers 2. employers	The Muse is the career mentoring platform when you need help with your current or future careers. There are a variety of coaching services available to assist your needs.	<ul style="list-style-type: none"> Career coaches set their own prices that vary between mentor and between services they offer \$ (mentor): \$56 - \$139 \$\$ (coach): \$239 - \$459 \$\$\$ (master coach): \$595 - \$1912 	https://www.themuse.com/coaching	<ul style="list-style-type: none"> • they offer career coaching (mentoring) AND job board AND advice blog with free articles 	<ul style="list-style-type: none"> Coaching: <ul style="list-style-type: none"> • Resume review • 30-minute career Q&A • Job search strategy • resume + LinkedIn Review Job Board: <ul style="list-style-type: none"> • <i>search filters:</i> job title - keywords, company name, location • <i>job filters:</i> date posted, job category, experience level, location type • <i>company filters:</i> industry, size, perks & benefits, diversity & inclusion Career Advice blog: <ul style="list-style-type: none"> • free articles on a range of relevant topics (interviewing, getting ahead, work-life balance, changing jobs...) 	<ul style="list-style-type: none"> Positive <ul style="list-style-type: none"> + career coaching (mentorship) broken down into categories based on what you need (<i>ie changing careers, lost in job search, need to ace next interview, update resume...</i>) + "how it works" section that explains the process of getting a mentor (great visual) + FAQ section at bottom of page Negative <ul style="list-style-type: none"> - some images are pixelated 	<ul style="list-style-type: none"> + Friendly & approachable + Logo design matches vibe of website (good cohesion) + they understand their audience: the site for job seekers has brighter colors while the employer site features darker more professional colors 	<ul style="list-style-type: none"> • Inspiring, motivating, positive 	<ul style="list-style-type: none"> • company partnerships (job board) • sponsored articles • percentage of career coaching 	<ul style="list-style-type: none"> • TikTok • Nike • Bowery • Wells Fargo • Robinhood • Audible • Goldman Sachs • Allbirds 	<ul style="list-style-type: none"> several positive reviews on their own site... difficult to find reviews from other sources, but 75 million visitors to their site each year says something 	<ul style="list-style-type: none"> Strengths: <ul style="list-style-type: none"> • Users can browse all available mentors, read their reviews, and check services/prices before creating account or spending any money Weaknesses: <ul style="list-style-type: none"> • fairly general advice (not as helpful for more technical roles/industries) • poor tagging of jobs on job board (<i>ie tagged as remote, but not 100% remote</i>) 	<ul style="list-style-type: none"> • option for more general mentorship - services offered are very specific (<i>ie resume review etc</i>) 	

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CoachUp	Direct	Allow individuals to sign up as either an athlete or a parent.	CoachUp University is an evolving community of NCAA athletes who are using their invaluable experience as collegiate athletes to work with and inspire the next generation. It allows collegiate athletes to legitimize their coaching business and develop their career as early entrepreneurs.	Coaches set their own rates on CoachUp, so pricing varies based on the coach you choose; a coach's pricing can be found on his or her profile page. Many coaches offer discounts for packages of multiple sessions or multiple athletes. A one-time only Placement Fee of \$24.99 applies only to your first booking with a new coach. You will not be charged this fee for any rebookings with your coach. It is not charged if the athlete has been referred to CoachUp by the coach or if the athlete is registering for a coach's event such as a camp or clinic. Average cost of a session is \$40-\$60 per hour	https://www.coachup.com/	<ul style="list-style-type: none"> coaches are highly experienced and have passed rigorous background check Every coaching session can be booked in minutes secure, and comes with a 100% money-back guarantee More than 13,000 coaches use CoachUp to manage their coaching Top Sports by training session: Basketball, Soccer, Football, Baseball, Running/Track and Field, Volleyball, Swimming, Softball, Tennis, Lacrosse. 	<ul style="list-style-type: none"> search the coach by distance, price, reviews, and training types in-person or online training Training types: 1-on-1 Training, Camps and Clinics and virtual Partnership and refer a friend Community Photos, Training Q&A and testimonials Browse Popular Sports and visit CoachUp nation 	<p>Positives</p> <ul style="list-style-type: none"> Clear and easy to use navigation good explanation of how to find a coach also how to apply as a coach Mobile app to communicate with clients and schedule sessions Booking System: Develop a user-friendly booking system that enables athletes to schedule coaching sessions with ease. <p>Negatives</p> <ul style="list-style-type: none"> Session price is not prefixed as every coach has the ability to set their own price 	<ul style="list-style-type: none"> Logo: The logo is designed in a clean and sporty style to represent the brand's tone. Colors: The color palette should consist of bold and energetic shades of blue for CTA's on a white background. This combination will provide the necessary contrast and make it easy to read, especially for accessibility purposes. Typography: Use an easy-to-read font for both headings and body text to ensure readability. Imagery: High-quality images should be used to showcase athletes in action, as well as coaches providing guidance and support. 	<ul style="list-style-type: none"> Professional Encouragement Confidence 	<ul style="list-style-type: none"> some percentage of a coaching fee Placement fee 	<ul style="list-style-type: none"> Product partners: Under Armor, Wilson, NCSA, SKLZ, Teamsnap, isport360 Provides partnership program 	<p>Mixed Reviews</p> <p>Positive:</p> <ul style="list-style-type: none"> From a coach's point of view, you have the freedom to set your own prices and schedule. Although you work for CoachUP, you have the autonomy to run your own program. As a student, you are able to find a great coach who can help you improve your skills. <p>Negative:</p> <ul style="list-style-type: none"> From a coach's point of view, 50% of your earnings are taken away, and there may be inconsistent bookings. As a student, you may not be able to find coaches in your nearby area, and your sessions may expire within 90 days. 	<p>Strengths</p> <ul style="list-style-type: none"> User-Friendly Navigation: The website has a straightforward navigation menu, making it easy for users to find coaches, book sessions, and access resources. Comprehensive Coach Profiles: Coaches have detailed profiles showcasing their experience, qualifications, coaching style, and reviews from past clients, enabling users to make informed decisions. <p>Weaknesses</p> <ul style="list-style-type: none"> Coaching may not be available in your area. Sessions expire after 90 days and are non-refundable. The quality of coaching differs from one coach to another. 	<ul style="list-style-type: none"> Advanced Search Filters: It is important to add proper search restriction for coaches and students so that they can select convenient distance before purchasing any sessions which have an expiration time. Feedback Mechanisms: Implementing more robust feedback mechanisms, such as athlete and coach reviews, could help improve transparency and trust on the platform.
UWantGame	Direct	High School Student Athletes	UWANTGAME helps student-athletes reach their potential in academics, athletics and personal growth through life skill and career development.	non-profit organization	https://www.uwantgame.org/	<ul style="list-style-type: none"> Fosters connections between high school student athletes and successful former collegiate student-athletes UWG mentoring program provides a 3 year enrichment program (10-12th grade) Follow the IMG Performance Institute's model for developing well-rounded athletes with a heavy concentration on character development and career development Each year they create a thorough program that includes dynamic mentor/mentee team-building drills, career/image-building workshops, and exciting group events. UWG works with a network of professionals to create an internship opportunity for each UWG participant. During the spring semester, each student-athlete will be expected to attend an internship preparation event and complete a one-day internship. 	<ul style="list-style-type: none"> Mentoring Job shadowing Speaker Series Life skills development Scholarship fund <p>Mentoring: Student-athletes are paired with adult mentors, many of whom have traveled the same path from high school to college to career.</p> <p>Life Skills Development: Communication, problem-solving, creative and critical thinking, leadership</p> <p>College and Career Exploration: Go behind-the-scenes with a local sports industry-related career professional (hybrid).</p> <p>Speaker Series: Sports industry professionals and/or former collegiate student athletes offer personal testimonies and insight on transitioning from high school to college sports and balancing sports, academics, and social activities.</p>	Not a mentoring platform, UX/UI not relevant	<p>Clear brand identity</p> <p>Bold typography and imaging</p>	<ul style="list-style-type: none"> confident bold 	<p>non profit org</p> <p>Outside entities open to:</p> <ul style="list-style-type: none"> Strategic partnerships Sponsor a Monthly Programming Event Sponsor a Student-Athlete 	<ul style="list-style-type: none"> Partners with high schools advertises strategic partnerships 	No reviews	<p>Strengths:</p> <ul style="list-style-type: none"> Offers a very comprehensive mentoring program for high school student athletes Personal mentoring program <p>Weaknesses:</p> <ul style="list-style-type: none"> More localized organization Opportunities for growth could be utilized more 	<ul style="list-style-type: none"> an online platform could help supplement the mentorship program more of a local program but could service nationwide