

Thrive Alliance



Mentorship Program *for*
Entrepreneurs in Senior
Living Markets

In partnership with



PROGRAM INTRO

The Mentorship Program is a 6-month series of *Forums* and *Sprints*.

Forums are 2 half-day workshops every 3 months. Each Forum will provide a deep dive into a unique aspect of the senior living market during the day with scheduled networking time during the evening between.

Sprints are the periods between Forums when entrepreneurs apply the Program's curriculum to their business model and learn from their cohort, industry experts, and their program mentor.

Coaching occurs throughout the Program: 1 call per month with the entrepreneur and mentor, 1 call per month with the company's team facilitated by their mentor, and 2 cohort calls throughout the program.



PROGRAM CURRICULUM

Curriculum designed to add immediate value for pilot-ready startups.

SPRINT 1

How Does it All Work?

An introduction to the senior living market, business models, and market trends.

SPRINT 2

Relationships Matter

Developing clients vs. developing your business, the inner workings of partnering with a senior living provider.

SPRINT 3

Is My Solution Your Problem?

Actioning innovation within this industry—how not to get stuck too far down the road with an idea that won't scale.

VALUE PROPOSITION

Knowledge transfer from industry leaders.

Whether it's from Program mentors or Forum contributors, all content and coaching will be generated from active champions in the industry with the knowledge to specifically address each company's pain points.

1-on-1 support throughout the entire program.

All companies will receive 1:1 mentorship time. This time is reserved for mentors to address the nuances within each company that aren't sufficiently covered during Forums. Mentors will 'go to work' for their companies as an outsourced executive.

Thrive community benefits.

All companies will receive a free "Thrive Score" (\$500 value) as part of the Mentorship Program in addition to potential customer introductions and networking opportunities.



MENTORSHIP EXAMPLE

Mentors will guide entrepreneurs around specific senior living market entry barriers.

Our purpose is to help entrepreneurs align their ambition with the realities of the senior living market.

For example, many entrepreneurs lack:

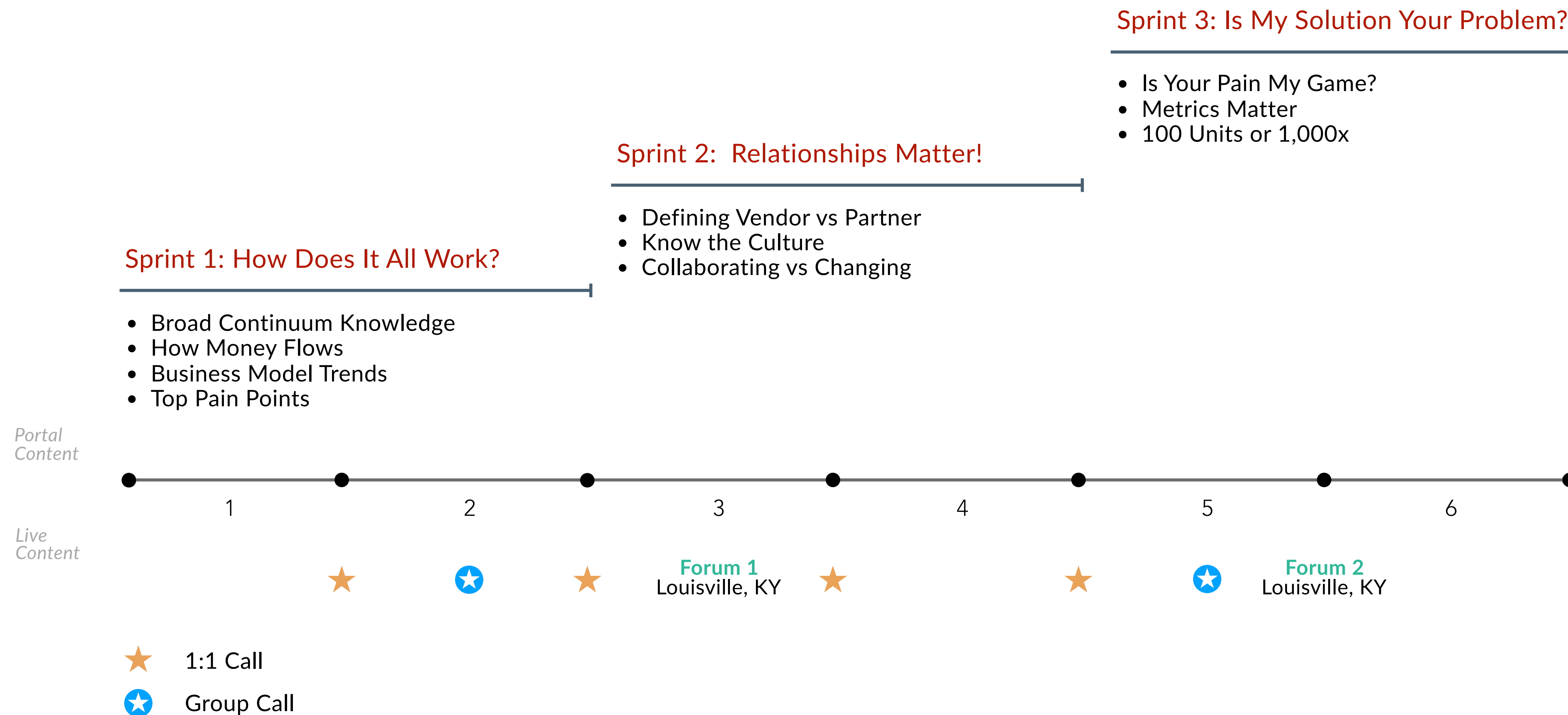
- + An understanding of payor sources
- + An understanding of how senior living providers implement technology
- + An understanding of senior living market sales cycles

When entrepreneurs miss these signals, the products they're building don't get paid for, actioned, or scaled. The Mentorship Program is designed to help mitigate these risks.



CURRICULUM TIMELINE

Our Mentorship Program is designed around a series of **Forums** and **Sprints** focused on key aspects of the senior living market. **Coaching calls** evaluate progress throughout the program. We have two curriculums: one for entrepreneurs and operators.



This is the program for entrepreneurs.

CURRICULUM OVERVIEW

Our curriculum focuses on key issues that entrepreneurs face daily.

Sprint 1: How Does It All Work?

Ls 1: Broad Continuum Overview

Ls 2: How Money Flows

Ls 3: Business Model Trends

Ls 4: Top Pain Points

Sprint 2: Relationships Matter!

Ls 5: Define Vendor vs Partner

Ls 6: Know the Culture

Ls 7: Collaborating vs Changing

Sprint 3: Is My Solution Your Problem?

Ls 8: Is Your Pain My Game?

Ls 9: Metrics Matter

Ls 10: 100 Units or 1,000x?



HUMANTELLIGENCE ONLINE PORTAL

Through our partnership with Humantelligence, we provide a unique online classroom experience for program participants. This platform lets us assign content, and track progress, at specific milestones within the Mentorship Program.

The image displays two screenshots of the Humantelligence online portal interface.

Top Screenshot: Leadership Skill Self-Assessment

- Page Title:** Leadership Skill Self-Assessment
- Summary Tab:**
 - Basic Info:** Author: Jessica Sastre, Audience: Steve and Jessica (2 members), Category: Other Questions, Type: Track Responses.
 - More Info:** Content: 34 Questions, Modified: 26 Jan 2020, Launched: 17 Dec 2019, Due Date: 26 Jan 2020.
 - Performance:** 100% Response Rate, 2 Respondent(s), 2 Invited.
 - Status:** CLOSED.

Bottom Screenshot: Talent Portal Basic Training

- Page Title:** Talent Portal Basic Training
- Progress Dashboard:**
 - To Do:** 0
 - Completed:** 5
 - Overall Progress:** 100% Actions Completed.
- Completed Tasks:**
 - Completed 10 May 2019: Finish Your Profile and Grow Your Network (View)
 - Completed 22 Jul 2019: Get to Know Yourself Better (View)
 - Completed 22 Jul 2019: Engage with Others (View)
- Forum 1 Behavior 1:**
 - Completed 26 Nov 2019: Please review the content for the first behavior (View)

ADMISSION CRITERIA & FEE

The Mentorship Program is for startups that are proving their product-market fit.

Criteria

The Program is designed specifically for startups that are ready to sign their first commercial pilot and aggressively pursue their first customers.

Generally, this means companies that are venture-backed with proven technology and clear business models. The Program is not an incubator or accelerator for companies—we're targeting pilot-scale readiness.

Fee

\$6,500 per company



The Watermark Senior Living Community at Napa Valley

ABOUT JORDAN RIVER GROUP



Steve Hopkins
Founder & Lead Coach

Steve Hopkins brings 25 years of business experience to organizations through his work at Jordan River Group. Steve formed Jordan River Group to help managers turn pinnacle moments of success into their baseline level of performance. The founding principle of Jordan River Group is leading people who lead people—guiding others through the process of improving themselves, their employees, and business. Prior to forming JRG, Steve worked in the senior living industry as an executive at Evangelical Homes of Michigan and as president at Billy, a technology company that helps older adults live with more independence.

Jordan River Group is located in Dexter, Michigan, and serves clients throughout the country.

ABOUT THRIVE CENTER



Sheri Rose
CEO & Executive Director

Sheri Rose is the Co-Founder, CEO & Executive Director of the 501(c)3 nonprofit Thrive Center. The Center merged with the Innovator's Alliance to form the Thrive Alliance, Inc. The Alliance members consist of thought leaders representing senior care organizations dedicated to piloting and exploring innovative methods of care delivery: Western Home Communities, Nazareth Homes, Masonic Homes CA, Methodist Retirement Communities, Christian Living Communities, Presbyterian Homes, Cantata Adult Life Services, Providence Life Services, Signature Healthcare & Kindred Healthcare. The Thrive Alliance, Inc. is headquartered in Louisville, Kentucky & sponsors the Thrive Center, an immersive innovation center showcasing innovative technologies, programs and educational content.

Thrive Center is located in Louisville, Kentucky.



CONTACT

We're passionate about getting the best products and services into the senior living space. The Mentorship Program will help us help entrepreneurs accomplish this.

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