

European Champions Alliance

Mentoring & Coaching Program

FAQ & Information Materials

For ECA members, applicants, mentors, coaches, advisors and internal onboarding teams

Purpose

This document answers the most common questions about eligibility, platform access, mentoring, coaching, expert onboarding, matching, confidentiality, paid coaching, data protection, and the launch-phase process for the ECA Mentoring & Coaching Program.

Contact: welcome@european-champions.org

Version: July 2026

Information document for launch-phase program communication. This FAQ does not replace applicable legal terms, membership terms, privacy documentation or direct coaching agreements.

How to Use This FAQ

This document is designed as a practical download for the ECA website and onboarding process. It can be shared with members, non-members interested in access, and experts who want to apply as mentors, coaches or advisors.

Eligibility in one sentence

The ECA Mentoring & Coaching Program is currently available for ECA members only. Non-members can contact ECA to learn more about membership and program access.

Quick navigation

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Fast path by audience

If you are...	Your next step	Primary contact
An ECA member looking for support	Request access to the ECA Mentoring & Coaching Platform and submit your support need.	welcome@european-champions.org
Not yet an ECA member	Ask for information about ECA membership and whether program access is relevant for you.	welcome@european-champions.org
An expert who wants to mentor or coach	Request a short 15-minute introduction call. Mentors and coaches need to be or become ECA members before activation.	welcome@european-champions.org
An ECA team member	Use this FAQ to explain the launch-phase process consistently and route people to the correct onboarding path.	Internal ECA process owner

1. Program Basics

Core questions about what the program is, who it is for and how ECA positions its role.

1. What is the ECA Mentoring & Coaching Program?

The ECA Mentoring & Coaching Program connects ECA members with trusted mentors, coaches and advisors across Europe. It supports startups, scale-ups, SMEs, corporates and innovation leaders with practical guidance on growth, leadership, strategy, go-to-market, fundraising, scaling, operations, technology, governance and other key challenges.

2. What is the purpose of the program?

The purpose is to give European companies and innovation leaders access to relevant expertise faster and with higher trust. The program helps reduce fragmentation by connecting members with experienced people across sectors, markets and growth stages.

3. Is the program already fully live?

The program is currently in the launch phase for ECA members. ECA is opening access step by step, onboarding member users, preparing expert profiles and refining the matching process.

4. Who is the program for?

The program is for ECA members who need mentoring, coaching or advisory support. It is also for experienced experts who want to contribute as mentors, coaches or advisors, provided they are or become ECA members before activation.

5. Is the program only for startups?

No. The program supports startups, scale-ups, SMEs, corporates, institutions and innovation leaders where there is a relevant ECA membership relationship and a suitable support need.

6. What makes this different from a normal advisor directory?

The program is not intended as a random open directory. It is a curated, trust-based matching process. Requests and expert profiles are reviewed, and matching considers topic, experience, language, availability, context and relevance.

7. Is ECA the provider of the coaching service?

No. ECA facilitates matching between participants and approved experts. ECA does not provide the expert service itself, does not employ experts, does not process coaching payments and does not guarantee outcomes.

8. What role does ECA play?

ECA acts as facilitator, ecosystem convener and matchmaking organization. It helps connect members with suitable experts, supports onboarding, collects feedback and maintains program quality.

9. What are the core principles of the program?

The program is built around trust, relevance, confidentiality, professional conduct, data minimization, European collaboration, clear distinction between mentoring and coaching, and quality feedback loops.

10. What is the main contact email?

The main contact for access, onboarding and questions is welcome@european-champions.org.

2. Eligibility and Membership

The most important launch-phase rule: program access is currently for ECA members only. Non-members can still contact ECA to discuss membership and access.

11. Who is eligible to use the program?

The program is currently available for ECA members only. Members can request platform access and submit mentoring, coaching or advisory support needs.

12. What if I am not an ECA member yet?

You can still contact ECA to learn more. If you are not yet a member, you can ask for information about ECA membership and request a short introductory call about whether the program and membership are relevant for you.

13. Can individual members participate?

Yes. Individual membership is possible, especially for mentors, coaches and advisors who want to participate as independent experts. ECA will confirm the applicable membership route during onboarding.

14. Can company members invite several people to use the platform?

This depends on the relevant ECA membership model and internal activation rules. Company representatives should contact ECA to clarify which users can be activated for the platform.

15. Do mentors and coaches need to be ECA members?

Yes. Mentors and coaches need to be or become ECA members before they are activated on the platform. This helps keep the program within the trusted ECA ecosystem.

16. Can non-members become mentors or coaches immediately?

No. Non-members can express interest and request an introduction call, but activation as mentor, coach or advisor requires ECA membership or a confirmed path to membership.

17. Why is the program members-only?

The members-only approach protects trust, relevance, confidentiality and quality. It also keeps the program aligned with ECA's mission to build a committed European ecosystem.

18. Are there different membership types?

ECA may offer organizational and individual membership routes. The applicable membership model, pricing and eligibility should be confirmed directly with ECA.

19. Does requesting access automatically mean I am approved?

No. Access and activation may require eligibility checks, onboarding steps and acceptance of relevant program terms, especially for mentors, coaches and advisors.

20. What if I am unsure whether my organization is already a member?

Contact ECA with your name, organization and role. ECA can confirm whether you are already covered by an existing membership or whether a membership conversation is needed.

3. Access and Launch Phase

Practical questions about how access is requested, how users are activated and how the launch phase works.

21. How do ECA members request platform access?

Members can email welcome@european-champions.org and request the access link for the ECA Mentoring & Coaching Platform. ECA will then provide the relevant next steps.

22. What information should I include when requesting access?

- Your name and email address.
- Your organization and role.
- Whether you are requesting access as a member seeking support or as an expert.
- A short note on what kind of support or contribution you are interested in.

23. What happens after I request access as a member?

ECA will confirm eligibility and provide the access link or further onboarding steps. Once activated, you can create or complete your user profile and submit support needs.

24. What if I request access but I am not a member?

ECA can send you information about membership and suggest a short introductory call. Program access itself is currently reserved for ECA members.

25. Is there a public sign-up page?

During the launch phase, access is handled by request. This helps ECA onboard users carefully and maintain program quality.

26. Can I forward the access link to someone else?

No. Please do not forward access links without ECA approval. The program is members-only and access should be activated for eligible participants.

27. Can I use a private email address?

You may use the email address that ECA approves for your account. For organizational members, a company email may be preferred for verification.

28. What should I do if I do not receive the access link?

Check your spam or security filters first. If the email is missing, contact welcome@european-champions.org and include your name, organization and original request date.

29. Can ECA pause access during launch?

Yes. ECA may phase access to protect quality, fix platform issues, complete legal or privacy documentation, and ensure good matching outcomes.

30. What does “launch phase” mean in practice?

It means the program is being opened step by step. ECA is onboarding member users, reviewing expert profiles, testing the matching process and refining materials before broader rollout.

4. Mentoring, Coaching and Advisory Support

Clear distinction between the three formats so members and experts understand what they are requesting or offering.

31. What is mentoring?

Mentoring is voluntary, flexible and experience-based support. A mentor shares practical experience, lessons learned and perspective to help a mentee think through strategic, professional or business challenges.

32. What is coaching?

Coaching is paid, structured and goal-oriented support. A coach works with a coachee on specific objectives, session structure, accountability and progress.

33. What is advisory support?

Advisory support is targeted expert guidance on strategic, operational, technical, regulatory, governance, market, innovation or business questions. It may be voluntary or paid depending on the agreed model.

34. What is the simplest difference between mentoring and coaching?

Mentoring is usually flexible experience-sharing. Coaching is usually paid, structured and focused on specific outcomes.

35. Can a person be both mentor and coach?

Yes. Many experts can offer both mentoring and coaching, depending on their background, availability and the member's needs.

36. Is mentoring always free?

Mentoring is usually voluntary, free or freemium. If a mentoring relationship later develops into paid coaching or advisory work, the parties should agree clear written terms before paid work starts.

37. Is coaching always paid?

Coaching is treated as paid, structured and goal-oriented. Fees, scope and terms are agreed directly between coach and coachee.

38. Can mentoring turn into coaching?

Yes. A mentoring conversation can reveal a need for structured coaching. Before paid coaching starts, the coach and coachee should agree written terms, including fees, scope, session format, cancellation rules and confidentiality.

39. Which format should I choose?

- Choose mentoring if you need perspective, sparring, experience-sharing or a strategic sounding board.
- Choose coaching if you need structured support, a clear goal, session cadence and accountability.
- Choose advisory support if you need targeted expertise on a specific technical, strategic, regulatory, governance or operational question.

40. Can I start with mentoring and decide later?

Yes. You can start with a mentoring request if the need is broad or exploratory. If a structured paid coaching engagement becomes relevant later, the terms should be agreed separately.

5. Matching Process

How ECA and the platform help connect members with suitable experts.

41. How does matching work?

Members submit their support needs through the platform. ECA and the platform help identify suitable experts based on topic, expertise, sector, language, availability and context.

42. Can I browse all experts myself?

The program is designed around curated matching rather than random browsing. Depending on the live platform setup, members may see selected profiles or receive proposed matches.

43. What information is used for matching?

- Support topic and desired outcome.
- Company type, stage, sector and geography.
- Preferred language and format.
- Expertise, background and availability of experts.
- Potential conflicts of interest or confidentiality concerns.

44. Does ECA guarantee a match?

No. ECA aims to facilitate relevant matches, but availability and fit depend on expert capacity, topic relevance and the quality of the support request.

45. Who decides if an expert accepts a request?

Experts decide whether they are available and whether the request fits their expertise and boundaries. ECA may also review fit before a match proceeds.

46. Can I reject a proposed match?

Yes. Matching should be based on mutual fit and trust. If a proposed match does not feel suitable, contact ECA and explain why.

47. How fast will matching happen?

During launch phase, timelines may vary. ECA will prioritize quality and relevance over speed. Urgent requests should clearly state the timing need.

48. What happens after a match is made?

The member and expert clarify expectations, format, confidentiality and next steps. If coaching is paid, the coach and coachee agree fees and terms directly before the engagement starts.

49. Can ECA reassign a match?

Yes. ECA may pause, reassign or review a match if the fit is weak, availability changes, a conflict of interest arises, or trust or quality concerns are reported.

50. How does ECA improve matching quality over time?

ECA may collect feedback after sessions, review program metrics, monitor support categories, and refine expert profiles and intake questions.

6. FAQ for Members Seeking Support

Questions for ECA members who want to use the platform to find mentoring, coaching or advisory support.

51. What can I request support for?

You can request support for strategic, operational, commercial, technical, leadership or personal development challenges relevant to your company or role.

52. What should I write in my support request?

- The challenge you want to work on.
- Why it matters now.
- What outcome would be useful.
- Whether you prefer mentoring, coaching or are unsure.
- Any timing, language or confidentiality requirements.

53. Do I need to know exactly what kind of support I need?

No. If you are unsure, describe the challenge and desired outcome. ECA can help identify whether mentoring, coaching or advisory support is the best fit.

54. Can I request support for my team?

Possibly. This depends on your membership model, the nature of the request and whether the support is individual, team-based or organizational.

55. Can I request more than one topic?

Yes, but it is better to prioritize. Clear, focused requests are easier to match and usually lead to better outcomes.

56. What if my topic is confidential?

Indicate that the topic is sensitive and limit details in the first request. For highly sensitive matters, consider signing an NDA before detailed information is shared.

57. Can I ask for a specific expert?

You may suggest a preference if you know an expert profile, but ECA will still consider fit, availability, conflicts and program rules.

58. What is expected from me as a member receiving support?

- Prepare for the session.
- Be clear about your challenge and desired outcome.
- Respect the expert's time.
- Maintain confidentiality.
- Use the guidance responsibly.
- Provide feedback if requested.

59. Can I ask for introductions to investors, customers or partners?

You can discuss network strategy or partnership readiness, but experts should not guarantee introductions, sales, funding or investment outcomes.

60. What if I am unhappy with a session?

First, clarify expectations directly if appropriate. If the issue is serious or unresolved, contact ECA with a short description of the concern.

7. FAQ for Mentors, Coaches and Advisors

Questions for experts who want to contribute to the ECA ecosystem.

61. Who can apply as a mentor, coach or advisor?

Experienced entrepreneurs, executives, operators, investors, experts, specialists and innovation leaders can apply if their expertise is relevant to ECA member needs and they are or become ECA members.

62. What is the expert onboarding process?

- Express interest by email.
- Join a short 15-minute introduction call.
- Confirm or become an ECA member.
- Receive platform access after approval.
- Create your expert profile.
- Become eligible for relevant member requests after review.

63. Why is there a 15-minute introduction call?

The call helps ECA understand your background, expertise, motivation, language coverage, availability and fit with member needs. It also helps explain program expectations and next steps.

64. Is expert approval automatic?

No. Expert profiles are reviewed before activation. ECA may approve, request changes, pause or decline activation based on fit and program needs.

65. What should my expert profile include?

- Short biography.
- Areas of expertise.
- Support categories.
- Mentoring, coaching, advisory support or combination.
- Languages and markets covered.
- Industry experience.
- Startup, scale-up, SME or corporate experience.
- Availability and preferred format.
- Optional coaching rate range if relevant.

66. Can I offer only mentoring?

Yes. You can offer mentoring only, coaching only, advisory support only, or a combination, depending on your background and preferences.

67. Can I decide whether to accept a request?

Yes. Experts should accept only requests where they have the right expertise, availability and no unmanageable conflict of interest.

68. How much time do I need to commit?

There is no full-time commitment. You decide your availability and whether to accept specific requests. Reliability matters once you commit to a session.

69. Can I promote my services through the program?

Experts may present their expertise professionally, but aggressive selling, hidden referral fees, misuse of contacts and inappropriate self-promotion are not acceptable.

70. Can I use the ECA name in my profile or marketing?

Use of the ECA name, logo or program affiliation should follow ECA guidance and should not imply endorsement beyond your actual approved role in the program.

8. Paid Coaching, Fees and Revenue-Sharing

Commercial questions about paid coaching, direct invoicing and ECA's revenue-sharing model.

71. Who agrees the coaching fee?

The coach and coachee agree the coaching fee directly. ECA does not set coaching fees for individual engagements.

72. Who invoices the coachee?

The coach invoices the coachee directly and remains responsible for tax, invoicing, accounting, insurance, licensing and professional obligations.

73. Does ECA process coaching payments?

No. ECA does not process payments between coaches and coachees and does not invoice coachees for coaching services.

74. Does ECA receive a commission on paid coaching?

For paid coaching generated through or connected to the ECA Mentoring & Coaching Program, ECA receives the defined percent of all coaching fees actually paid by the coachee to the coach, plus applicable taxes where legally required.

75. Who pays the ECA commission?

The coach pays the ECA commission after ECA invoices the coach. This is separate from the direct payment relationship between coach and coachee.

76. When must coaches report paid coaching income?

Coaches must report program-related paid coaching income quarterly where paid coaching has occurred, or upon ECA request after a match.

77. When are ECA commission invoices payable?

ECA commission invoices are payable within 30 calendar days from invoice date, unless otherwise stated.

78. What happens if a coach does not report or pay commission?

Non-compliance may lead to reminders, suspension, profile deactivation, removal from the program, exclusion from future ECA activities and recovery of unpaid amounts where legally available.

79. Should paid coaching terms be written down?

Yes. Before paid coaching starts, coach and coachee should agree written terms covering scope, objectives, session format, fees, payment terms, cancellation rules, confidentiality, liability and other relevant points.

80. Is there a direct coaching agreement template?

ECA may provide a direct coaching agreement template. ECA is not a party to that agreement unless ECA separately signs it.

9. Confidentiality, Data Protection and AI Tools

Trust and data protection questions for sensitive mentoring, coaching and advisory conversations.

81. Is mentoring or coaching confidential?

Participants are expected to treat confidential business, technical, financial, strategic and personal information carefully and use it only for the purpose of the mentoring, coaching or advisory relationship.

82. Should we sign an NDA?

For sensitive matters such as fundraising, IP, cybersecurity, health tech, customer pipeline, product roadmap, M&A or strategic transactions, participants should consider signing a separate NDA before detailed information is shared.

83. Can sessions be recorded?

No session should be recorded, transcribed or summarized using automated tools unless all relevant participants consent in advance.

84. Can participants use AI tools during or after sessions?

Participants should not enter confidential information or personal data from program interactions into external AI tools unless all relevant parties consent and appropriate safeguards are in place.

85. How is program data used?

Program data is used for program operation, matching, communication, quality assurance, compliance and administration. It should not be sold or used for advertising.

86. What personal data may be processed?

Program data may include name, email, organization, role, country, professional profile, expertise, sector, language, availability, support topics, matching preferences, feedback and, for paid coaching, commission-related records.

87. Does ECA use program data for advertising?

The program baseline is that mentoring program data should not be used for advertising or unsolicited outreach.

88. Are experts allowed to use my contact details for other sales outreach?

No. Program contact details should not be used for unsolicited outreach or unrelated business development.

89. What if confidential information was shared by mistake?

Contact the other participant and ECA promptly. Do not forward, copy or use the information further. ECA may help assess the appropriate next step.

90. What security standard should participants use?

Use secure and appropriate communication channels, limit shared information to what is necessary, avoid unnecessary recordings, and treat sensitive topics carefully.

10. Conduct, Conflicts and Quality

Professional standards for participants and experts.

91. What conduct is expected from participants?

All participants should act professionally, respectfully and in good faith. They should respect confidentiality, disclose conflicts of interest, honor commitments and protect the reputation of ECA and the program.

92. What conduct is not acceptable?

- Harassment, discrimination or disrespectful behavior.
- Misuse of contact data.
- Aggressive selling or inappropriate self-promotion.
- Hidden referral fees or undisclosed financial incentives.
- Misrepresentation of expertise or affiliation.
- Recording or AI use without required consent.
- Circumvention of the applicable revenue-sharing model.

93. What is a conflict of interest?

A conflict of interest is any situation where personal, financial, professional or organizational interests may affect trust, independence, confidentiality, impartiality or decision-making.

94. What are examples of conflicts?

- Investment interests in a relevant company, competitor, supplier or partner.
- Board, advisory, employment, reseller or supplier relationships.
- Hidden commissions or referral fees.
- Competing mandates or procurement interests.
- Personal relationships or pre-existing disputes.

95. What should I do if I have a conflict?

Disclose it early to the participant and, where relevant, to ECA. Do not proceed if the conflict cannot be managed transparently.

96. Can ECA remove someone from the program?

Yes. ECA may take action where a participant breaches program expectations, misuses data, fails to disclose conflicts, damages trust, provides misleading information or risks ECA reputation.

97. What actions can ECA take?

Possible actions include informal reminder, written warning, temporary suspension, profile deactivation, program removal, exclusion from future ECA activities and recovery of unpaid amounts where legally available.

98. What if someone behaves unprofessionally?

Document the issue and contact ECA. For serious concerns involving confidentiality, harassment, discrimination, data misuse or financial misconduct, escalate promptly.

99. Are experts expected to guarantee results?

No. Experts should avoid promises about funding, sales, investment, introductions, certifications, regulatory outcomes or business success.

100. What is the quality standard?

Guidance should be practical, relevant and within the expert's area of competence. Experts should clarify participant needs, focus on useful next steps and acknowledge limits.

11. Support Topics

Examples of topics covered by the program. This section helps users understand what they can request.

101. What support topics are covered?

The program covers strategic, operational, commercial, technical, leadership and professional development topics relevant to European growth and innovation.

102. Can I get help with pitching?

Yes. Support can include investor pitch narrative, customer pitches, executive presentations, storyline, demo day preparation and technical-to-business translation.

103. Can I get help with fundraising or M&A?

Yes. Support can include fundraising preparation, investor readiness, transaction storytelling, M&A strategy, exit readiness and due diligence preparation. This is not investment, legal or tax advice unless separately agreed with qualified professionals.

104. Can I get help with go-to-market and sales?

Yes. Support can include market entry, international sales, ideal customer profile definition, enterprise sales, pipeline management, strategic accounts and sales playbooks.

105. Can I get help with leadership?

Yes. Support can include leadership development, executive mindset, founder-to-CEO evolution, team routines, culture building and difficult conversations.

106. Can I get help with scaling?

Yes. Support can include operating model, organizational design, process scaling, international expansion, management systems and growth bottlenecks.

107. Can I get help with legal or regulatory topics?

The program can provide orientation and practical perspectives, but it does not replace legal, tax, audit, medical, investment or other regulated professional advice unless separately agreed with qualified professionals.

108. Can I get help with cybersecurity or technical architecture?

Yes, where suitable expertise exists. For certifications, audits or regulated security work, separate qualified engagement may be required.

109. Can I get help with open innovation?

Yes. Support can include corporate-startup collaboration, pilot design, open innovation programs, partnership models and scaling pilots into commercial relationships.

110. What if my topic is not listed?

Submit the request or contact ECA. The topic taxonomy is a starting point, not a closed list. ECA can assess whether a suitable expert may be available.

12. Legal Boundaries and Program Documents

Important expectation-setting to protect participants and ECA.

111. Is this legal advice?

No. Program interactions do not constitute legal advice unless a properly qualified professional is separately engaged under appropriate written terms.

112. Is this tax, accounting or investment advice?

No. Program interactions do not constitute tax, accounting, audit, investment, financial, medical or other regulated professional advice unless separately agreed with qualified professionals.

113. Who is responsible for decisions made after a session?

Participants remain responsible for their own decisions and outcomes. Mentoring, coaching and advisory guidance should support judgment, not replace it.

114. Does ECA guarantee expert quality or outcomes?

No. ECA aims to review experts and facilitate relevant matches, but it does not guarantee expert availability, performance, funding, sales, market entry, regulatory approval or other outcomes.

115. Is ECA a staffing agency or employer?

No. Experts are independent. ECA does not employ experts, supply personnel, act as a staffing provider or create an employment relationship through the program.

116. Is ECA part of the direct coaching agreement?

No. Paid coaching is a direct relationship between coach and coachee unless ECA separately signs a specific agreement.

117. What documents may apply to participation?

Relevant documents may include Program Terms, Expert Agreement, Mentee and Coachee Participation Terms, Direct Coaching Agreement Template, Code of Conduct, Conflict of Interest Policy, Confidentiality and NDA Template, and Program Data Protection Addendum.

118. Do I need to accept terms before using the platform?

Yes, ECA may require participants to accept applicable terms, policies and privacy information before platform access, profile activation or matching.

119. Can ECA update the program rules?

Yes. ECA may update program rules, documents, onboarding steps, revenue-sharing logic or platform processes with appropriate communication.

120. What if there is a dispute?

Participants should first seek a practical resolution. Serious or unresolved issues should be escalated to ECA. For paid coaching, the coach and coachee's direct written terms are important.

Email Templates and CTA Links

These templates can be used for website buttons, member emails and onboarding pages. They are designed so both members and non-members feel addressed, while still making clear that the program is currently available for ECA members only.

Request Platform Access

[Click here to request platform access](#)

Email preview

Dear ECA Team,

I would like to request access to the ECA Mentoring & Coaching Platform.

I understand that the program is currently available for ECA members only.

If I am already eligible as an ECA member, please send me the access link and the relevant next steps.

If I am not yet an ECA member, I would like to learn more about membership and program access. Please send me more information or suggest a short introductory call.

Thank you very much.

Best regards,

Apply as Mentor or Coach

[Click here to apply as mentor or coach](#)

Email preview

Dear ECA Team,

I would like to apply to become an ECA Mentor and/or Coach.

I understand that the ECA Mentoring & Coaching Program is available for ECA members only and that mentors and coaches need to be or become ECA members before being activated on the platform.

If I am already an ECA member, please send me the next steps for the short introduction call and the expert application process.

If I am not yet an ECA member, I would like to learn more about becoming a member and joining the program as a mentor or coach. Please send me more information or suggest a short introductory call.

Thank you very much.

Best regards,

Appendix: Support Areas

The following topic list can be used for platform categories, website content and intake forms. It is not a closed list. ECA can refine it based on member demand and expert availability.

Support area	Typical support
Mastering persuasive pitches	Investor pitch narrative, corporate customer pitch, public speaking, demo day preparation, board presentations.
Technical and industry expertise	Technology strategy, product architecture, cybersecurity, smart industry, health tech, roadmap review.
Legal and regulatory compliance	Regulatory orientation, compliance readiness, governance operating models. Not a substitute for legal advice.
Channel management and partnership strategies	Partner strategy, distribution models, ecosystem partnerships, reseller or integrator strategy.
Entrepreneurial success, innovation and creativity	Founder mindset, experimentation, business model design, opportunity identification.
International marketing and branding	Positioning, messaging, demand generation, localization and category creation.
Startup governance along the lifecycle	Founder governance, board readiness, shareholder communication, advisory board setup.
Strategic vision and leadership skills	Leadership development, executive mindset, culture building, stakeholder management.
M&A, fundraising and exit strategies	Investor readiness, transaction storytelling, due diligence preparation, exit readiness.
Financial acumen and international financial structure	Unit economics, budgeting, cash flow, investor metrics and scenario planning.
Cross-cultural communication and management	International leadership, distributed teams, negotiation across markets.
Open innovation for corporates and startups	Pilot design, collaboration models, innovation procurement and scaling pilots.
HR and international team management	Hiring strategy, talent retention, performance management and international teams.
International sales and business development	Market entry, sales playbooks, strategic accounts and pipeline management.
Scaling	Operating model, organizational design, process scaling and growth bottlenecks.
European lobbying and policy making	EU policy context, stakeholder mapping, advocacy and public affairs orientation.
Operations	Process improvement, KPI structures, productivity, vendor management and delivery reliability.

Appendix: Practical Intake Questions

These questions help users submit clear requests and help ECA improve match quality.

- What kind of support would be most valuable for you right now?
- What area do you want to focus on during your session?
- What is the current challenge or decision you are facing?
- What would be a useful outcome from the first conversation?
- Do you prefer mentoring, coaching, advisory support or are you unsure?
- How urgent is the topic?
- What language do you prefer?
- Is the topic confidential or sensitive?
- Are there any conflicts of interest ECA should consider?
- Would this be individual support, team support or company-level support?

Appendix: Launch-Phase Website Copy Blocks

Short copy blocks for the program page, FAQ page or onboarding emails.

Eligibility note

The ECA Mentoring & Coaching Program is currently available for ECA members only. Not a member yet? Contact us to learn more about membership and program access.

Member CTA

Request access to the ECA Mentoring & Coaching Platform and submit your support needs as an ECA member.

Expert CTA

Apply as a mentor, coach or advisor. The process starts with a short 15-minute introduction call. Mentors and coaches need to be or become ECA members before activation.

Document Status

This FAQ is an information document for launch-phase communication and onboarding. It should be reviewed against the final Program Terms, Expert Agreement, Code of Conduct, Conflict of Interest Policy, Data Protection Addendum, privacy documentation and live platform process before publication.