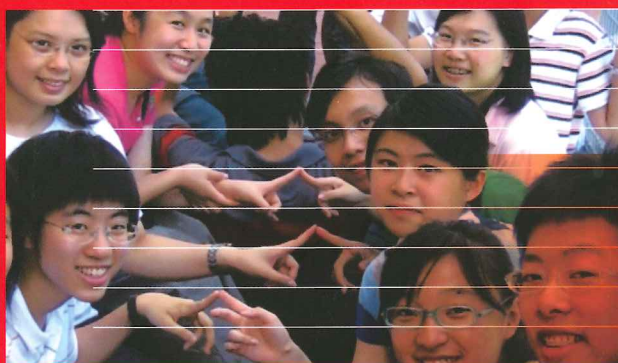


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五地交流主題：可持續旅遊發展

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導師：年輕企業家的秘密武器

王湘文

香港中文大學創業研究中心項目總監

導師，創業大賽常用的術語。導師對初創至關重要嗎？導師，他們經歷過，做到了，已經看過了這一切。然而，不幸的是，無數的企業家卻沒有導師便開始了自己的事業。最成功的科技巨頭創始人都有導師。史蒂夫·喬布斯（Steve Jobs）指導 Facebook 的馬克·扎克伯格，喬布斯被 Mike Markkula 指導 - 蘋果早期的投資者和執行官。埃里克·施密特（Eric Schmidt）則指導 Google 的 Larry Page 和 Sergey Brin。初創需要導師嗎？導師究竟扮演甚麼角色？本文將介紹導師可以為初創帶來什麼樣的影響以及為導師和學徒提供指引。

關鍵詞：導師、學徒、初創

Mentors: A Young Entrepreneur's Secret Weapon

Jonathan WONG

Project Director, The Center for Entrepreneurship, The Chinese University of Hong Kong

"Mentor" is a term commonly used in startup competitions. Are mentors vital to startups? Mentors, they have been there, done that, and have seen it all. Yet a woeful number of entrepreneurs start their business without one. Most successful tech titans were founded by people who had mentors. Facebook's Mark Zuckerberg was mentored by Steve Jobs. Jobs was mentored by Mike Markkula - an early investor and executive at Apple. Eric Schmidt mentored Larry Page and Sergey Brin of Google. Do startups need a mentor? What role does a mentor play? This article reviews the impact a mentor can have on startups and provides guidance for both mentor and mentee.

Keywords: Mentor, Mentee, Startup

Mentors: A Young Entrepreneur's Secret Weapon

1. What Is Mentorship?

What is mentorship? This term is used often in articles and competitions related to startups. Is it vital for a startup to have mentor? What makes a good mentor and a good mentee? Do you need one, can you be one? Research

通訊作者：王湘文，香港新界沙田香港中文大學鄭裕彤樓 601 室香港中文大學創業研究中心。電郵：jonathan@cuhk.edu.hk

Correspondence concerning this article should be addressed to Jonathan WONG, Center for Entrepreneurship, Room 601, Cheng Yu Tung Building, The Chinese University of Hong Kong, Shatin, New Territories, Hong Kong; email: jonathan@cuhk.edu.hk