



GTM Volunteer Roles Goals and Expectations

Business or Cultural Coach or Challenge Mentor:

The Student Perspective:

- Seeking industry-specific information: trends, product information, technical information
- Seeking culture-specific information and techniques for successful market launch in that market

Your Role:

- Attend in 2-hour blocks of time (AM or PM) on Days 1 and/or 2
- Provide unique first-hand perspective of culture or business field
- Collaborate in a one-on-one format with student teams during work sessions

Business or Cultural Lifeline:

Your Role:

- Act as on off-site Business or Cultural Coach on Days 1 and/or 2
- Respond to student questions on industry or culture from own office/home

Cultural Ambassador:

The Student Perspective:

- Information-gathering session to explore export possible target markets
- Seeking culture-specific information: demographics, geo-politics, government, family, view of US and US products, business practices and relationships
- Seeking a niche for developing and launching a U.S. product

Your Role:

- Attend on Day 1 of the event, for the Cultural Exchange
- Present cultural and business information about your specialty country in a panel format (*see Cultural Exchange Rubric for suggested topics*)
- Provide unique first-hand perspective of your specialty country

Evaluator:

The Student Perspective:

- Making a pitch to an investors' panel

Your Role:

- Provide feedback to each student team on content, feasibility, teamwork and presentation