WEITech Amplify Mentorship

Frequently Asked Questions for Prospective Mentors

DreamOval Foundation

About the programme

What is WEITech?

WEITech (Women Educators in Internet and Technology) is a DreamOval Foundation programme that equips female educators in Ghana with digital skills they can apply directly in their various spaces to educate and convert into income. Participants move through structured training, build a digital solution to a problem they have identified in Ghanaian education, and exhibit that solution at the close of the cycle.

What is the Amplify phase?

Amplify is the post-graduation phase. It supports the women who completed WEITech and built working projects, moving them from a functioning prototype to a product with real users and revenue. It has three components: structured one-to-one mentorship, a monthly peer learning community meeting, and progressive funding for participants who evidence measurable progress. ***This call is for the mentorship component.***

Who will I be mentoring?

Ghanaian women educators who built and exhibited digital education products during WEITech. They are practising teachers and lecturers. Most built their products themselves using AI-assisted tools, and most are carrying the project alongside a full teaching load.

What stage are the projects at?

Working prototypes with limited or no users, and no revenue yet. Each project has received seed funding. The gaps are strikingly consistent across the cohort:

Uncalculated & Unvalidated pricing: Participants are either completely undecided on their pricing structures, have not modeled basic operating expenses(like underlying API token costs per user interaction) or are relying on untested subscription fees.

School Outreach & Sales Hesitancy: While participants are enthusiastic about digital marketing or social media campaigns, they admit a low confidence when it comes to face-to-face pitching and directly selling their products to heads of schools.

Building in Isolation vs Active Classroom Testing: Many participants are delaying commercial launch to focus on heavy, manual content creation or complex features in isolation. They are missing a structured, disciplined plan to run simple classroom pilots, which is the only way to gather the real-world feedback needed to acquire their first paying customers.

The mentor role

What will I actually be doing?

Meeting your matched founder regularly, agreeing a short set of concrete milestones with her, and holding her to them. The emphasis is commercial: helping her price her product, test whether anyone will pay for it, and get it in front of schools, teachers, parents and target market. Sessions are working sessions, with general career conversations.

Do I need to be a software developer or work in Technology?

No, and in most cases that is not what we are looking for. We want restaurateurs, retailers, traders, lawyers, accountants, salon owners, farmers and consultants, alongside people from technology.

Founders in this cohort have already built functioning products using AI-assisted tools such as Lovable, Claude, Vercel, Supabase and Netlify. What they lack is commercial direction and product discipline. Mentors who can guide an AI-assisted build process are valuable.

Do I need a background in education?

Not necessarily. Experience selling to or working with schools is a strong advantage, because that is where most of these products need to land. If you have not worked in education but have taken a digital product to paying customers in a price-sensitive market, we want to hear from you.

What am I not expected to do?

Build the product, write code, produce content, run advertising campaigns, or make introductions on the founder's behalf as a substitute for her learning to make them herself. The role is advisory. Doing the work for a founder defeats the purpose of the engagement.

Do I need to have mentored before?

No. Prior mentoring experience counts in your favour but is not required. What matters is that you have run something real and can help someone else think clearly about theirs.

Commitment

How much time will this take?

Minimum 12 hours per month, typically structured as [two] sessions of about an hour each per week, plus light asynchronous support between sessions.

How long is the engagement?

4 months From October to February with defined deliverables agreed at the start of each month.

Will meetings be in person or online?

Online by default, using video call or WhatsApp. Mentors based in Ghana may meet in person where both parties prefer it.

DOF will convene one in-person event across the engagement. This will be at the end of the engagement.

Can I mentor more than one founder?

Yes. Some mentors will be matched with two founders where their expertise fits both and their availability allows. Indicate your preference on the application form.

Is this a paid role?

Yes.

Support and structure

What support does DOF provide?

- A written brief on your matched founder covering her project, current stage, bottlenecks and diagnostic findings, so that you are not starting cold.
- A mentorship guide setting out expectations, milestone templates and light-touch reporting.
- A named DOF programme contact for anything that needs escalating.
- Access to the cohort workshop series.

Are there group sessions as well?

Yes. DOF runs cohort-wide workshops addressing the needs that appear across every project, including pricing and willingness-to-pay testing, selling into schools, AI-assisted building, and marketing on a small budget. Mentors with relevant expertise may be invited to facilitate one. This is optional and sits outside your commitment to your mentee.

What does success look like?

By the close of the engagement, your founder should have tested pricing with real potential customers, run at least one structured pilot with a school or a defined user group, and secured first paying users or a documented commitment to pay. The specific milestones are agreed between the two of you at the outset.

What if the match is not working?

Raise it with your DOF contact early. Re-matching is possible and is treated as a normal programme adjustment rather than a failure on either side.

Eligibility and applying

Who can apply?

Professionals with demonstrable experience taking a digital product, service or venture to market. We particularly welcome applicants who have done this in Ghana or a comparable market. Both women and men may apply.

Do I need to be based in Ghana?

No. Mentors based outside Ghana are welcome, provided you can work within the Ghana time zone (GMT) and have a realistic understanding of the market your mentee is selling into.

Can I apply on behalf of my organisation?

Applications are from individuals. Mentorship is a personal relationship and we match a named person, not a firm. If your organisation wishes to support the programme in another capacity, contact us separately at +233 54 639 8079.

How do I apply, and by when?

Complete the application form at https://bit.ly/WEITechMentor by **17th September, 2026**. Applications are assessed against a selection criteria, and shortlisted applicants are invited to a short conversation.

What happens after I apply?

1. After submitting your application, you will be contacted within three (3) days to confirm the status of your application. Shortlisted applicants will be invited to an interview session within five (5) days of submitting their application.

2. Following the interview, successful mentors will be invited to an online orientation session, which will provide a detailed overview of the mentorship programme, including the role, responsibilities, expectations, and guidelines for mentors.

3. A separate mentor–mentee matching session will then be organised to introduce mentors to their assigned mentees and provide an opportunity for them to understand their mentee's project, goals, and areas where support is required. And this will begin the mentoring process.

What are the conduct expectations?

All mentors sign DOF's code of conduct and safeguarding policy before matching. Mentors may not solicit paid work, equity or any commercial stake from a mentee arising out of the mentorship relationship. Any pre-existing commercial relationship with a participant must be declared at application.

Who do I contact with questions?

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