

[First Reprint]

ASSEMBLY, No. 4751

STATE OF NEW JERSEY
220th LEGISLATURE

INTRODUCED OCTOBER 3, 2022

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SYNOPSIS

Establishes mentorship program for new businesses and start-ups.

CURRENT VERSION OF TEXT

As reported by the Assembly Community Development and Affairs Committee on December 5, 2022, with amendments.

(Sponsorship Updated As Of: 5/22/2023)

1 AN ACT requiring the New Jersey Business Action Center to
2 establish a mentorship program for new business entities,
3 supplementing Title 52 of the New Jersey Statutes.

4
5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*

7
8 1. a. The Business Action Center established in the
9 Department of State pursuant to Reorganization Plan No. 003-2011
10 shall establish a mentorship program to match mentor entities with
11 experience in particular areas with newly established entities
12 seeking to learn from those mentor entities. The center shall, as
13 practicable, incorporate the mentorship program into the center's
14 ongoing outreach and assistance efforts.

15 b. The goal of the program shall be to facilitate the sharing of
16 knowledge to confront common challenges in an evolving economy.
17 The Business Action Center shall encourage participating mentor
18 entities to share with mentee entities, when relevant, the following:
19 those mentor entities' experiences transitioning to a new form of
20 commerce, such as transitioning from brick-and-mortar to online or
21 transitioning to the sale of a product or service that the mentor entity
22 did not previously have experience selling; and suggestions to avoid
23 common pitfalls when transitioning to a new form of commerce.

24 c. The Business Action Center shall seek the assistance of
25 chambers of commerce and other local organizations to solicit the
26 participation of businesses in the program and to compile a list of
27 mentor and mentee businesses to be matched by the center.

28 d. The Business Action Center shall establish the terms and
29 conditions by which entities may participate in the program, including
30 requirements for minimum quarterly and in-person meetings between
31 mentor and mentee entities.

32

33 2. This act shall take effect ¹**[120]** 240¹ days following
34 enactment.

EXPLANATION – Matter enclosed in bold-faced brackets **[thus]** in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹Assembly ACD committee amendments adopted December 5, 2022.