



HOW TO HAVE COFFEE

Tip sheet for building a valuable support network

WHO TO MEET

Understand your audience



- Mentors/Advisors/Entrepreneurs: Can offer lessons from experience
- Investors: Angel or VC. Understand the difference, and expect to show progress between meetings
- Promoters/Sales people: Those who want to promote you for a fee or sell you something

WHAT TO EXPECT

Maximize the 30-60 minute meeting



- Communicate your idea with clarity and passion
- Identify the problem you wish to solve and how you will do it
- Share what is unique about you and your team
- Tell them about any existing or potential market traction
- Leave at least 30 minutes to listen to their ideas

LISTEN AND LEARN

Use the time to gather insight



- Ask their opinion - then listen
- Ask what resources they would suggest for you - events, classes, programs, etc.
- Ask if there is any area where they might like to help you
- Be specific when making an ask

WHAT NOT TO DO

How to not look like a rookie



- Don't ask them to sign a Non-Disclosure Agreement
- Don't expect them to do the work for you
- Don't ask for investor/sales referrals
- Don't ask for another meeting without taking steps suggested during previous meeting