Building your founding team

Delivered by Yiuwin Tsang - Disruptive Thinking Limited

yiuwin@thinkdisruptive.co | @yiuie
Today’s Agenda

- Who do you really need?
- Don’t take it personally (but do take it personally)
- What’s your purpose?
- Go get em!
Who do you really need?
The Entrepreneur's 'Happy Place'

What I Do Well:
- Learn to monetise
- Learn to say 'no'

Happy!

What I Want to Do:
- Do this better

What People Will Pay For:
- Start a business

Thanks to Bud Caddell
The E-Myth Revisited: Why Most Small Businesses Don’t Work and What to Do About It

Michael E. Gerber

The World’s #1 Small Business Guru
<table>
<thead>
<tr>
<th>Job role</th>
<th>Job description</th>
<th>Job to be done</th>
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<tbody>
<tr>
<td>CEO</td>
<td>• Managing investors</td>
<td>• Emails to investors</td>
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<td></td>
<td>• Face of the business</td>
<td>• Meetings with clients</td>
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<td>• Winning new clients</td>
<td>• Cold calling</td>
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<td>• Speaking at events</td>
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<td>Manager (Production)</td>
<td>• Managing supply chain</td>
<td>• Liaising with suppliers</td>
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<td>• Working with designers</td>
<td>• Organising logistics</td>
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<td>• Quality assurance</td>
<td>• Planning production schedule</td>
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<td>• Overseeing production work</td>
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<tr>
<td>Manager (Marketing)</td>
<td>• Build the brand</td>
<td>• Contacting the agencies</td>
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<td>• Generate sales leads</td>
<td>• Writing briefs</td>
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<td>• Manage agencies</td>
<td>• Planning budgets</td>
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<td>• Data management</td>
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Ask yourself:

- What are roles?
- What need to be done?
- Who is doing what?
- What skills are needed to get the jobs done?
Ask yourself:

- Balance is key, what will balance you?
- Where do you need your co-founder to back you up?
- Which personality types are compatible?
- Which personality types are complimentary?
Exercise time!

... Now over to you! In pairs, discuss: What does your ideal co-founder look like?

- Skills
- Competencies
- Experience
- Persona
Finding your purpose
What, how, why

- Based completely on Simon Sinek’s “Golden Circle”
- When a company has a strong motivation and that motivation shines through, customers buy the product. Think Apple, Nike, Airbnb, LEGO...
- Brand with a ‘why’ set themselves apart from the competition, and stands for more than just financial success. Why brands are stronger.
“Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly.” — Apple
Exercise time!

... Now over to you! In pairs, discuss:

What is your HOW, WHAT and WHY?
Together, we are building the future of communications

We make products and decisions everyday around our core values. They drive what we do for our customers.
There's no instruction book, it's ours to draw. Figure it out, ship it and iterate.
How to draw an owl

1. Draw some circles

2. Draw the rest of the fucking owl
Exercise time!

... Now over to you! In pairs, discuss:

Values - what are your personal values - be honest, not aspirational
Ask yourself:

● What is your purpose and how does this manifest in your startup

● How does your ‘why’ affect your choice of co-founder

● What are the values and principles that shape your startup team - it’s approach and ultimately it’s culture
Go get em!
Don’t stop
Next steps...

Check out the Brookes **THRIVE festival** in November - a two-week programme of inspiration, innovation and entrepreneurship.

Check out the **FUEL Awards** - up to £3000 for students, staff and recent graduates

Register for this and more at [www.brookes.ac.uk/enterprise](http://www.brookes.ac.uk/enterprise).
DREAM, BUILD, SUCCEED: LIVE

MONDAY 12 NOVEMBER 6-8PM

A panel of pioneering personalities talk about taking your dreams and making them into a reality.

STUDENT UNION HALL

Sign up for free at brookes.ac.uk/thrive
CREATIVE AND CULTURAL INDUSTRIES: LIVE

A panel of creative industry powerhouses discuss how to build a career in arts, digital, film, tech, games and design industries.

WEDNESDAY
14 NOVEMBER
12-2PM
STUDENT UNION HALL

THRIVE FESTIVAL

Sign up for free at brookes.ac.uk/thrive
Thank you.