

Inner Circle

October 20 SESSION



COACH



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CoFounder at Panthera Advisors

- Serial entrepreneur
- Guest lecturer professor at Wharton, NYU, Columbia University
- Ranked #1 in the Top 30 under 30 list by Vanity Fair, Entrepreneur Magazine, and GQ Magazine
- Forbes contributor
- Author of *The Art of Startup Fundraising*

**“If you can kill it and cook
it what would you do it for
someone else.”**

-----DM Guest

Key Metrics To Track

Growth

Revenue
per
employee

Customer
Happiness

Website
Traffic

Lead
Conversion

Retention

Lessons from doing the full cycle

- Communities are powerful
- Grit & Mindset
- Timing is everything
- Hire great people
- Get customers quickly
- Product market fit
- Look further ahead

Going about pivots

**Financials &
Needs**

Feedback

Get Buy-In

**Make
Decisions**

Signs you need to pivot

- Cash flow problems
- Too much overhead
- No solid marketing plan
- High churn rate for customers & employees

Ways to manage a crisis

- To know the strengths of your business
- To be a fast decision maker
- To take the problems head-on
- Create a plan
- Motivate and rely on your team

Signs you are on a good track

- People want to help and be involved
- You are getting paying customers
- People are sharing your business
- Lower customer acquisitions
- Company is growing
- Inbound investors
- Competition is moving in

Notes on outperforming competition

Key takeaways

- Get a good legal team
- Monitor your online reputation
- Raise more money
- Focus on the one thing you can excel at
- Spend money on what's important
- Be sure your team is onboard

Investor worthy business?

Business

- Need to be really big
- Good team
- Structure and organization

Positioning

- Great story
- Well presented
- Unique advantage
- Show you can execute
- Needs to go fast

A wide-angle photograph of the New York City skyline, including the Freedom Tower, reflected in the water of the harbor. The sky is overcast and grey.

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