

## Summary - Using Reporter's Questions

Be read for the question they ask you. Think through the 15 20 question. I coach runners and one of the things I ask runners to do when they come to me for advice “tell me what you’re not good at? What work out do you not like? Why don’t you like them? let’s go do them so you get good at them so you can become a better runner all around.” When you’re thinking of question for your supporting slides, what is it your investors are going to ask you, what are things you don’t like talking about that you’re not comfortable with that you kind of wanna hide. Oh yah we never found out our market we are just guessing. Or no we never did any focus group we just did secondary research. Or no we never figure out how much its going to cost to build x widget, go answer those question. (Next Slide) Reporter question are a nice way to think of closing this. Who, what, when, where, and why, a little bit of how. Once you can get those down for your venture you stand a good chance in looking good. In our program we have the yearend celebration the year end competition and when you get out in the world actually pitching it for money, this is stuff you need to know. Who we are, who our customers are, what the pain is, how are we gonna solve it, here the money we are gonna make, here’s the deal, why us, and what our next steps are. If you can narrow that down to 15 minutes your good to go.