The Survival Toolbox is sponsored by

The Survival Toolbox is empowered by:

The Israeli Startup Ecosystem

350+
R&D Centers
(multi-nationals)

6,670+
active companies

340+
VC Funds

63
Academic
Institutions

250+
Accelerators &
Incubators

320k+
Higher Education
students

The Israeli Startup Ecosystem Achievements 2020-21

- **In 2020 Israeli tech startups raised: $10.2 B**
- **In 2021, first quarter only: $5.37 B**
- **11 unicorns**
- **539 multinationals with R&D**

A Global Crisis is Always Around the Corner

2000	2001	2008	2011	2014	2016	2020
Dot-Com Crash	9/11 Crash	Global Financial Meltdown.	Fukushima Nuclear Disaster	Crude Oil Crisis	Brexit	Covid-19

Global crises increase the risk of failure for early stage and later stage start-ups alike. Evidence from Israel shows that key to overcoming crises is internationalization, an expansionist commercial mind-set and a readiness to rethink and reposition yourself.

Our aim is to give start-ups new tools to be more resilient when crises hit and inspire them to apply Israeli start-up methodologies. This project is funded by THE DANISH INDUSTRY FOUNDATION.

On the Menu for the next two hours:

- Becoming an Unstoppable Founding Team

- Building Our Support Network of Advisors & Fans

- Engaging & Outreach to Maximize Value
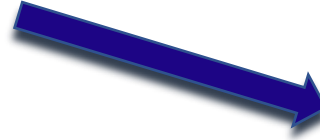
Becoming an Unstoppable Founding Team

Disclaimer

Why startups fail?

Unique factors in founding teams:
(but not exclusively)

1. No clear hierarchy

2. No strict accountability boundaries

3. Ambiguity

4. Risk

5. Equity

Deal Breakers

"All in-ness"

Equality

Red Lines

Future Predicaments
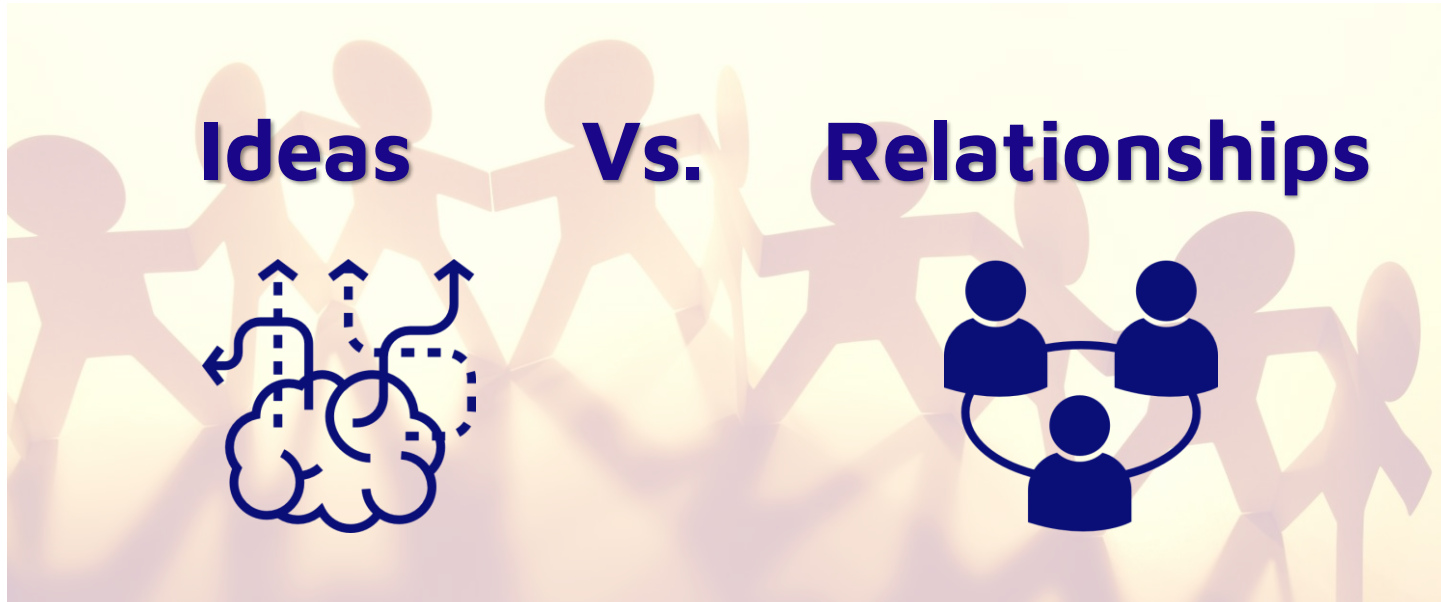
Deal Breakers Exercise:

Write down all your deal breakers and share with your co-founders

- **"All in-ness"**

- **Equality (Equity & Emotionally)**

- **Red Lines**

- **Future Predicaments (Exit / IPO / Raising)**

Characteristics of Unstoppable Teams

Observation 1 (Foundation):

Ideas   Vs.   Relationships

Observation 2 (Founder-Problem-Fit):

Skillset   &   Motivation

Observation 3 (Emotional Management):

Ego – Two Dimensions

Observation 4 (Communication):
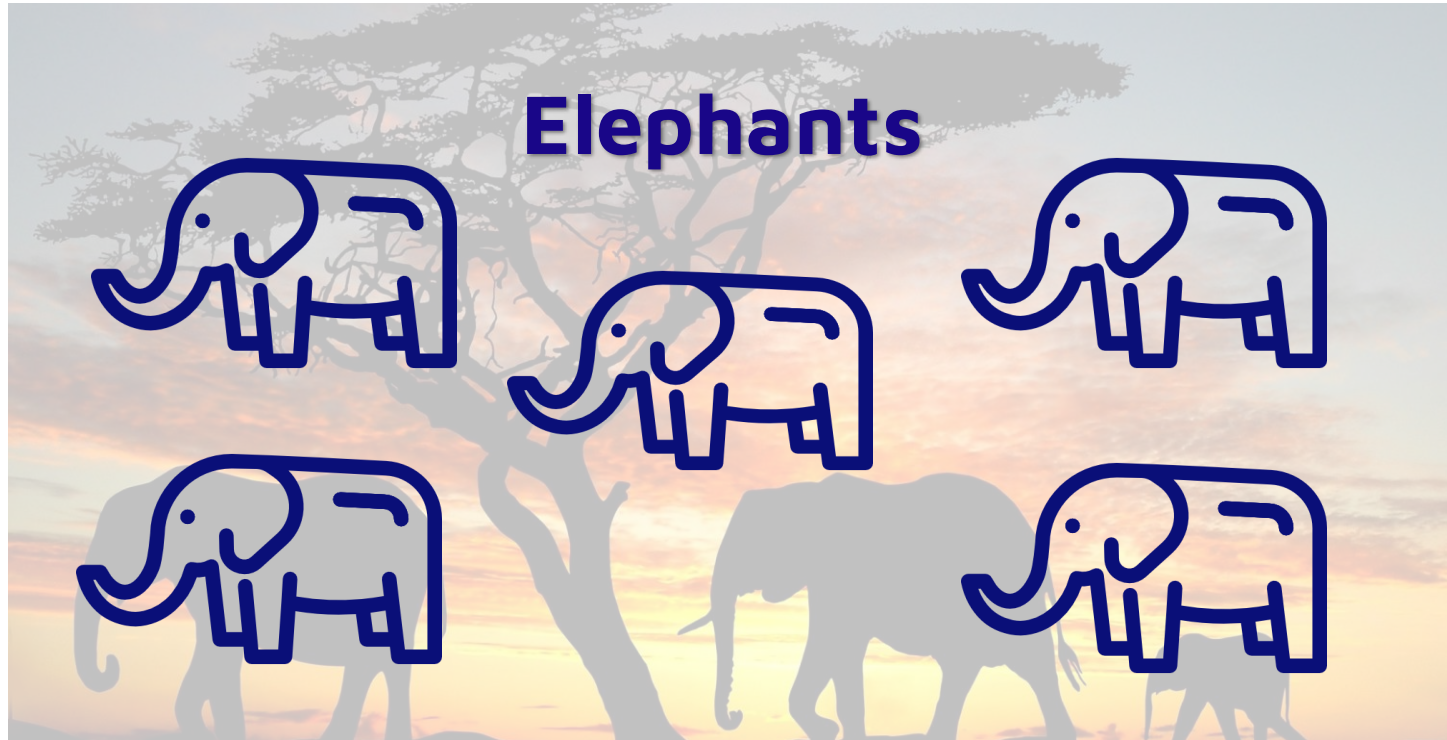
Elephants

Observation 5 (Values):

Vision   &   Context

Observation 6 (Direction):

Messaging Alignment

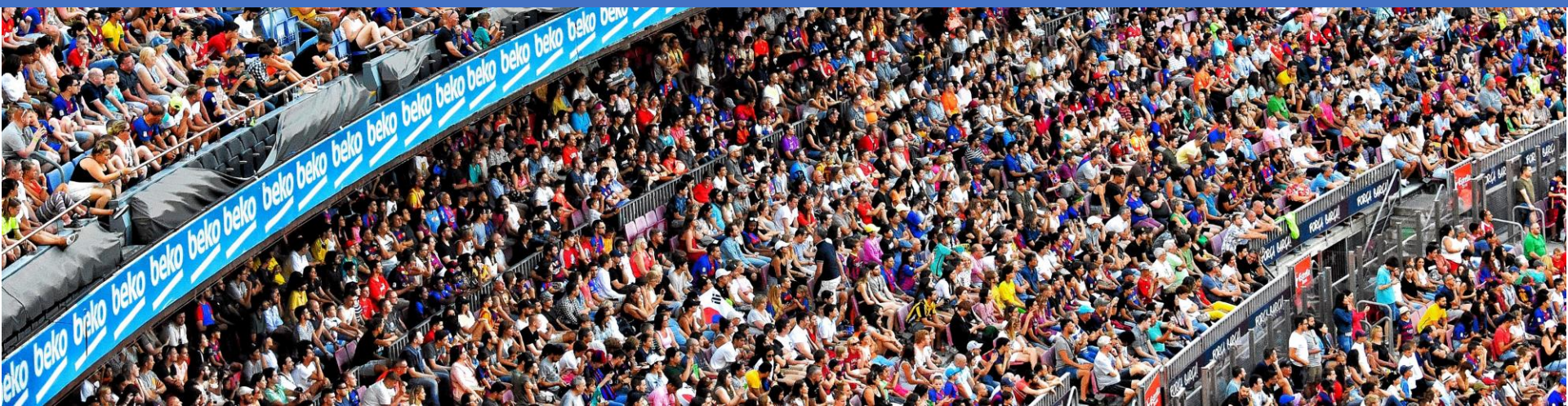**Observation 7 (No B.S):**

Speed & Focus

Characteristics Summary:

1. Ideas Vs. Relationships

2. Skillset & Motivation

3. Two levels of Ego

4. Elephants

5. Vision & Context

6. Messaging & Alignment

7. Speed & Focus

What is your experience?

Building Our Support
Network of Advisors & Fans

The main principle:

H2H

Human to Human Approach

"The best time to build relationships
is when you least need them"

First Step: Relationship Goals ☺ :

❖ Where am I in venture stage and what are my current objectives?

❖ How can my network help? Who are the people I need to further advance?

❖ What is the 'ask' from these people?

The "Norms"

- **Attention**
- **Remember**
- **Quality**
- **Give (a lot!)**
- **Relationships**
- **A small pond**

NAME!
Anything family related
Health related
Big career / business pointers

How to Start?

- Defining objectives (done!)

- Mapping Initial assets

  - Low Hanging Fruit

- Approaching (next part)
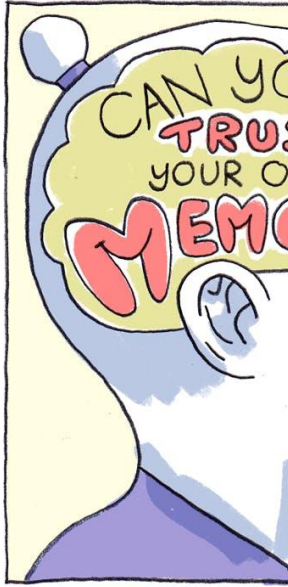
Practice – How to Start?

- Define objective:

  Get introductions to 10 potential clients / VCs

- Mapping initial assets locations:

- Prioritizing based on "low hanging fruit"

Managing The Network:

Choosing an Advisors Board

Startup

The Super Networker

The Challenger / Veteran

The Sector Expert

Choosing an Advisors Board

Startup

The Super Networker — Has access to customers / funding / regulation.

The Challenger / Veteran — Experienced and challenges you to grow.

The Sector Expert — Build your credibility and boosts your tech.

Things to look for:

- Is interested in an equity stake (skin-in-the-game).

- Truly adds value and the framework of work is defined.

- Has a good reputation and experience in your specific field of work.

- Can go with you a long way and not relevant just for the early stages (global reach / brand / network / knowledge).

Exercise: Setting up our network

- Define 2-3 objectives.

- Map relevant 10 contacts from your networks.

- Define relevant fields and input individuals you have allocated and how you can engage with them.

Engaging & Outreach to Maximize Value

What is an entrepreneur's most important skill?

getting to yes

Best practices for

1. Managing meetings.

2. Managing relationships.

3. Making the most of your network.

1. Managing Meetings

Before

During

Post

Before the meeting

1. Background (how can X help)

2. Motivations (why would X help)

3. Outcome (what do we want from X + action item + how do we want X to feel/think/remember)

4. Plan (how do we get X to 'Outcome')

Homework

- **Background**
  - Source
  - CV
- **Mapping Motivation**
  - Personal
  - Organizational
- **Similarities**
  - Professional
  - Personal

Prep

Manage

Future

Execution

Home work

Emotional Management
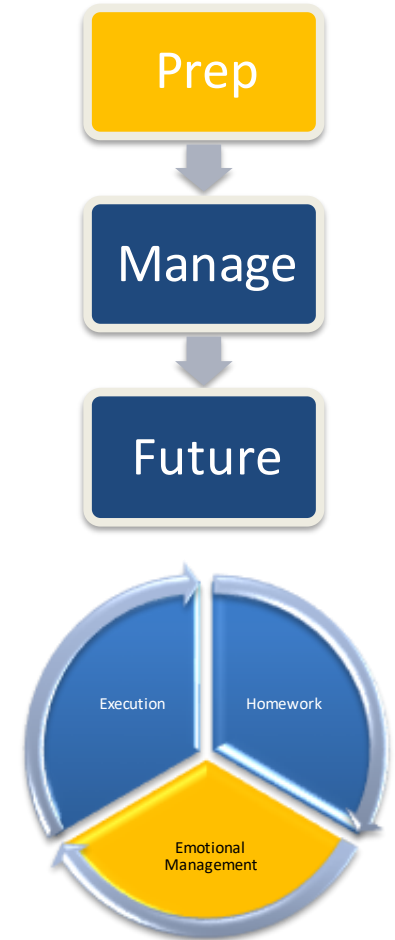
Execution:

- ❑ **Meeting Agenda**
    - ❑ A must?
    - ❑ Nice to have?
- ❑ **The Goal?**
    - ❑ What Will Be Considered Success?
    - ❑ Key Action Item?

Prep

Manage

Future

Execution
Homework
Emotional
Management

Emotional Management:

- ❑ What are my concerns?

- ❑ Who will I be in the meeting?

- ❑ What can prevent success?

- ❑ How will I 'leave' the other side?

Prep

Manage

Future

Execution

Homework

Emotional Management

During the meeting

Tips

1. Be likeable

2. Be memorable

3. Be a 'promise'

- Be good listeners
- Emotional management
- Context & framing
- State your expectations / goals
- Show interest – Write down summary
- Purple Cow (selfie, giveaway, question)
- What can you do for them?
- Be thankful. Be polite. Clean up.

After the meeting

To Do's

1. Follow-up email + meeting summary (24h)

2. Update CRM

3. Set next interaction reminder

4. Connect on social networks (depending on relationship)

2. Managing Relationships

"The best time to build a relationship is when you least need it"
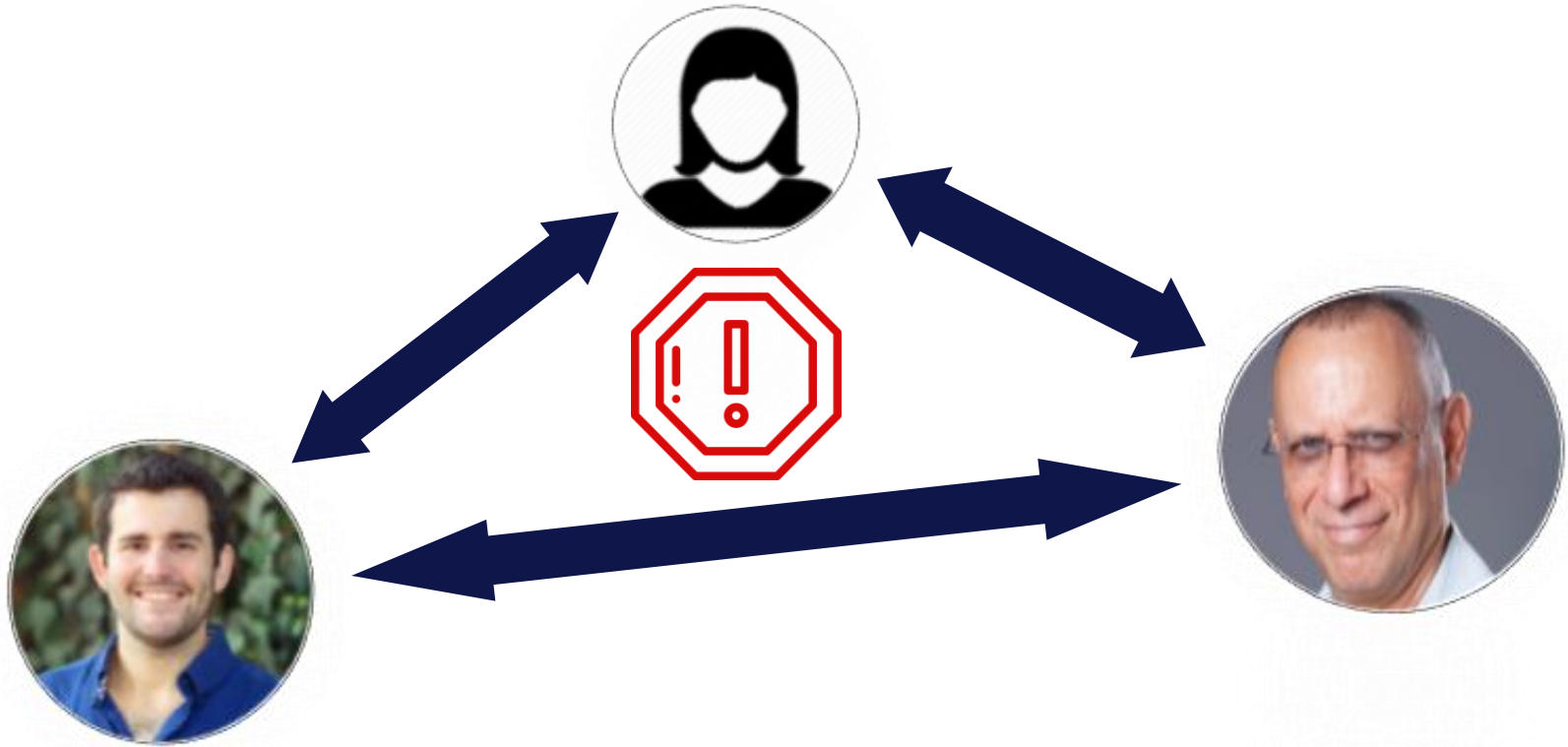
Managing Relationships

To Do's

1. Progress updates (weekly/monthly/milestone)

2. Ask for advice (even when unneeded)

3. Personal Interest > Professional

4. Special feeling (personal touch, holidays, gifts, cards)

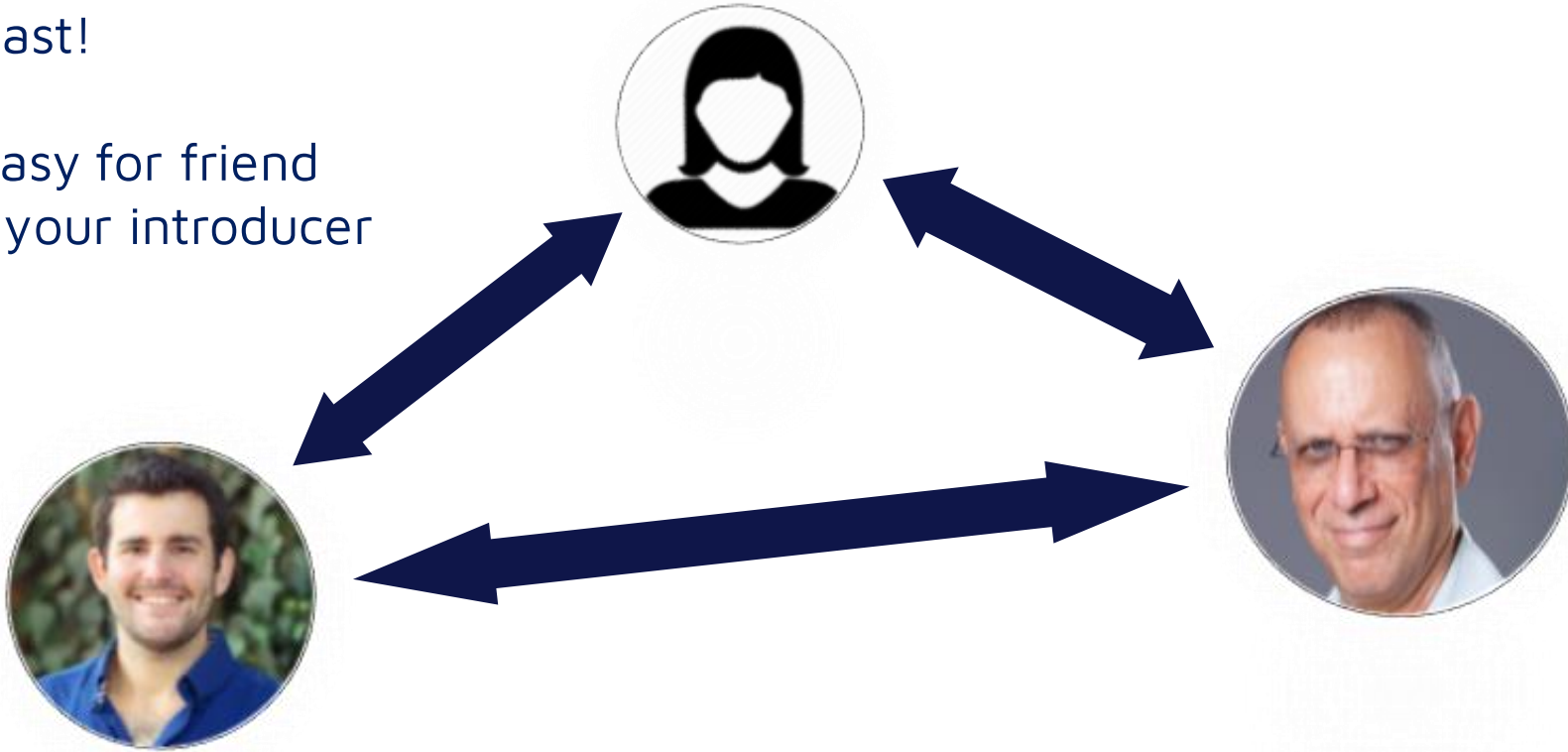Warm Vs. Cold Introductions

Intro

Understanding the Relationship

Intro

Walking in Their Shoes

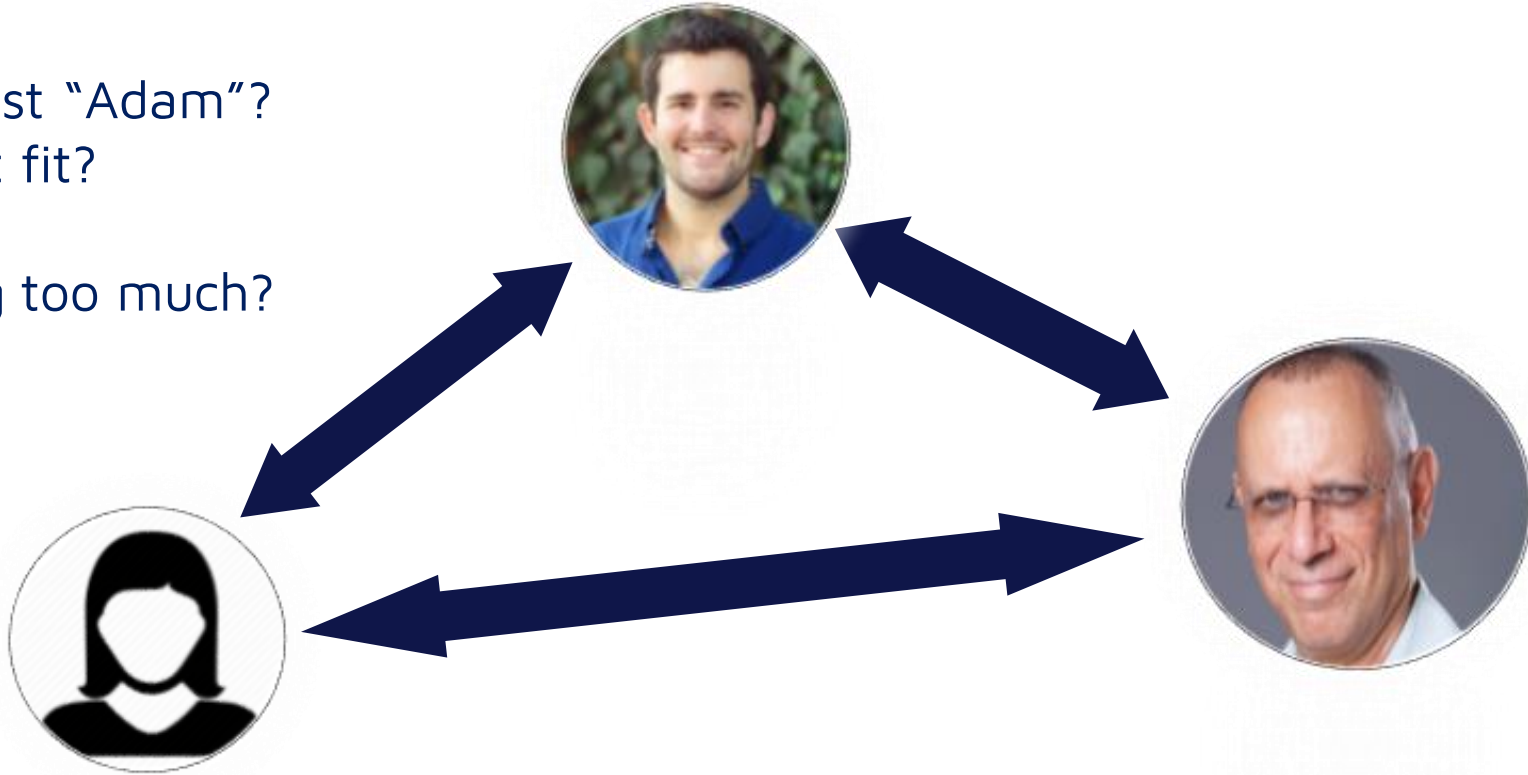- Answer Fast!
- Be a pro
- Make it easy for friend
- Consider your introducer

Walking in Their Shoes

- Do you trust "Adam"?
- Is it a right fit?
- Timing?
- Am I being too much?

Thanks!