

Review Questions for Swanson and Baird Chapters 7 and 8

1. In what capacity does candidate for governor (currently) Meg Whitman figure into this chapter? What is a “deal killer” for many VC funders?
2. Figure 7.1 and 7.2 ... implications? If you are not ranked “4” is that a VC deal killer (do you suppose)?
3. Be willing to discuss the attributes under “know yourself,” a **winning team** and **successful matches** and **Sidebar 7.1**. Do you see any consistency in character in these multiple lists? What does any of this have to do with Rule # 1: You are not selling your product, your idea, or your company. You are selling yourself.
4. (a) What is to be expected of a **Board of Directors** and (b) what are your (if you are the founder) obligations and responsibilities to the **Board of Directors**?
5. What is the key lesson learned from the section entitled **Your Customer as Risk Taker** ?
6. **Figure 8.1**, or the message implied by that figure is extremely important. Would you ever go into battle without sizing up the enemy? (The Bush administration did that when we invaded Iraq). What is the essential message here?
7. What is the difference between *marketing* and *sales*?
8. Of the long list of bullet points on page 110 and 111, which 4 do you think are most important?
9. What does **validation** mean? This is a very important concept for a startup.