



AS SEEN IN:

COSMOPOLITAN





































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The role of relationships in building your own company.

RELATIONSHIPS MATTER WHEN:

- **+**fundraising
- +team building
- knowledge gaps & solving problems
- press, marketing & partnerships
- ultimate value of your company

- **→Who and where?**
- +Give and take
- +Setting intent
- Maintaining relationships
- **♦Not everyone will like you**

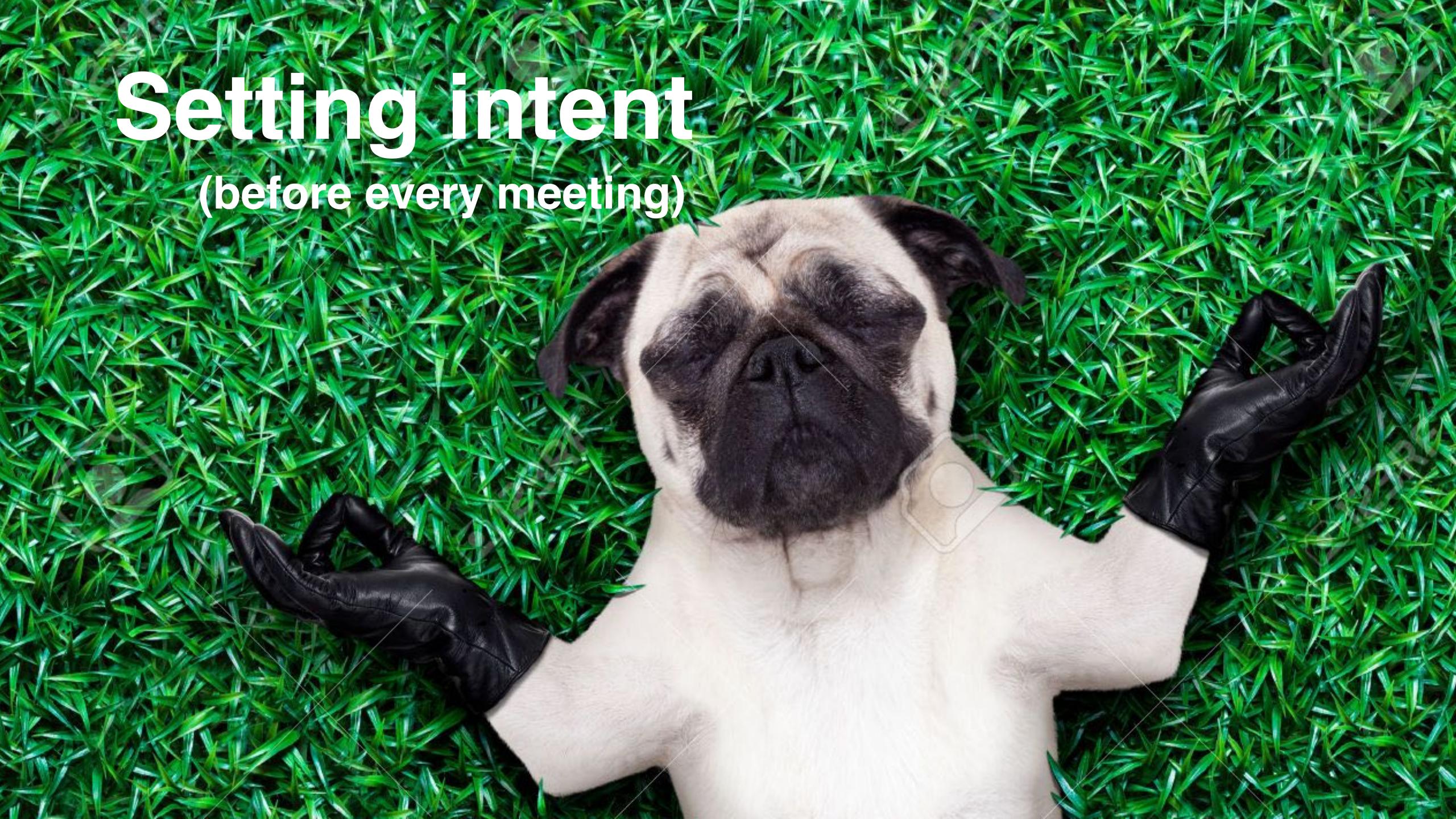
Who should be in your network and where do you find these people?



- **→Who?**
 - *people who are open to helping you
 - *also, super connectors
- **♦Where?**
 - *Everywhere! Start with family, friends, classmates, teachers, acquaintances, events









Maintaining relationships: being thoughtful, thankful and valuable



RELATIONSHIPS MATTER



OTHER TIPS/TACTICS

- what are you currently working on?
- what would you like to be working on in the future?
- **+**mirroring
- **+excellent followup**

QUESTIONS?

