

The background of the slide is a collage of three photographs of big cats in wooden enclosures. The top left shows a tiger lying down, looking towards the right. The top right shows a black bear standing and looking directly at the camera. The bottom half shows a lioness walking towards the camera. A dark semi-transparent rectangle is overlaid in the center, containing the title text.

Relationships & Entrepreneurship



@NixHydraLina



AS SEEN IN:

COSMOPOLITAN

TC TechCrunch

YAHOO!
TECH

BuzzFeed

REFINERY29

Forbes

VentureBeat

LOS ANGELES
BUSINESS JOURNAL
THE SOURCE OF BUSINESS

BUSTLE

HELLO GIGGLES

touch
arcade

abc NEWS
RADIO

THE WALL STREET JOURNAL
WSJ

LAWEEKLY

FN

SMOSH

VentureBeat

The New York Times
DealB%k

GAMASUTRA
The Art & Business of Making Games

marie claire

gamesindustry.biz

Polygon™

POCKET
GAMER

**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





Give and take

**Don't be afraid to take, but
make sure to give as much
as you can.**

Setting intent

(before every meeting)





**Maintaining
relationships:
being
thoughtful,
thankful and
valuable**



Not everyone will like you

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?



@NixHydraLina