MIT AITI Entrepreneurship Class

Session 13: Business Etiquette
A Few Tips

• Network first, Pitch later
  – You don’t need to close the deal at that immediate moment
• Don’t post your sales pitch to an investor on social media
• Don’t force someone to give you their contact info
• Show respect and gratitude
On Email

• Keep emails short and to the point
• Read your emails thoroughly before responding
• Include contact information at the end of your emails
• Let your colleagues know when you receive an important email
On Email - Continued

• Respond within 24 hours; even if it’s a “thanks for the note. I’ll get back to you on…”
• Include the original transcript in your reply
• Develop a subject line convention and stick with it
• Salutation
• Know when the conversation is over
How to Get Busy People’s Attentions

• If you think your inbox is out of control, just imagine how a VC’s must be?
• Assume: The VC has temporarily forgotten how you’ve met, what you talked about, and only has 20 seconds to decide how to respond
• Subject Lines: Your First Impression
  – Fundraising Advice vs Seeking Fundraising Advice for my Startup, Ignus
How to Get Busy People’s Attention

• Limit Email to 5 sentences or less
  – Your goal is to make it easy for the response to come from a smartphone

• Ask Explicitly
  – If you want a meeting, ask for a meeting. Provide some time options and ask for a specified length.
  – If you want an introduction, ask for an introduction.
  – If you're looking for funding, tell him you're currently fundraising and ask to meet to show him your pitch.
Last Tips

• If you’re using gmail/yahoo, make sure your email address is appropriate
• Edit your writing
• Don’t use abbreviations, emoticons, CAPS, etc.
• Be respectful
• Be confident and sure of your company and abilities
• Understand email should not be your sole medium of communication
Today’s Class

• Meet with Srav for 8 minutes → Go over prototype, product idea, pitches, questions, etc.

• Rotate through your teams
  – Give your pitch
  – Answer any questions the other team may have
  – Ask any questions you’d like to get perspective on