

## FOUNDER EVENT CHEAT SHEET

### WHY YOU'RE ATTENDING

- ✓ Build real Canadian connections (partners, advisors, collaborators, potential customers)
- ✓ Test your concept early and understand what the market wants
- ✓ Represent your business with confidence

### HOW TO EXPLAIN YOUR COMPANY

#### 1 EXPLAIN THE PROBLEM

"A lot of people struggle with \_\_\_\_."

"The idea came to us when \_\_\_\_."

#### 2 EXPLAIN THE SOLUTION

"We're building something to help with this. Our vision is \_\_\_\_."

#### 3 MENTION STAGE OF PRODUCT

"It's an early version and we're improving it."

"We are doing market research to inform the product."

**If your product is not fully ready, that is normal:**

"We're building the first version."

"We have an early MVP."

"We are doing market research to inform the next version."

#### 4 INVITE FEEDBACK

"What do you think?"

"Have you seen this problem before?"

### EVENT CHECKLIST



Brochure



Business cards



LinkedIn QR saved



Notes app ready



Smartphone charged

### STARTING CONVERSATIONS

If you're unsure what to say:

- “ What brings you to this event?
- “ What do you work on?
- “ How did you get into that space?
- “ We're building something in \_\_\_\_, can I get your opinion?
- “ Do you know anyone in \_\_\_\_ who I should speak to?

### DURING THE EVENT

#### USE CONVERSATIONS AS MARKET RESEARCH

Ask simple questions:

- "Could you share your honest feedback?"
- "Have you experienced this problem?"
- "How do you handle it today?"
- "What's most frustrating?"
- "Would something like this help?"
- "What would you change?"

Listen more than you speak. Ask people to elaborate for better insights.

#### BUILD REAL CONNECTIONS

At the event:

- Connect on LinkedIn immediately
- Scan QR codes
- Take photos of business cards
- Ask if they can introduce you to relevant people

#### QUICK REMINDER

- ✓ Talk to many people.
- ✓ Do not stay in one group too long.
- ✓ Short conversations are okay.

### AFTER THE EVENT

(WITHIN 24-48 HOURS)

#### SEND LINKEDIN FOLLOW-UPS

Example:

"Hi \_\_\_\_, great meeting you at \_\_\_\_. I enjoyed our conversation about \_\_\_\_. Happy to stay connected."

If they offered help:

"Thanks again for offering to connect me with \_\_\_\_. Let me know if I can send a short summary you can share."

#### SAVE INFORMATION

Document your connections in various ways

- Event photos
- Photos of business cards
- 3-5 key insights
- Common questions you heard

This helps track ecosystem engagement and progress.

#### UPDATE YOUR LEADS TRACKER

Add qualified contacts to your CRM as soon as possible:

Company

Name

Role

Email/LinkedIn

Notes

Follow-up date

**Networking only creates value if it is tracked and followed up.**