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 Attentions

- 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