

Leveling Up Your Company

TEAM CHEMISTRY

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SUNY Startup Summer School
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Topics Covered

Why Build A Team?

Walkthrough the Team Building of a Hypothetical Company

Starting Team Building Conversations



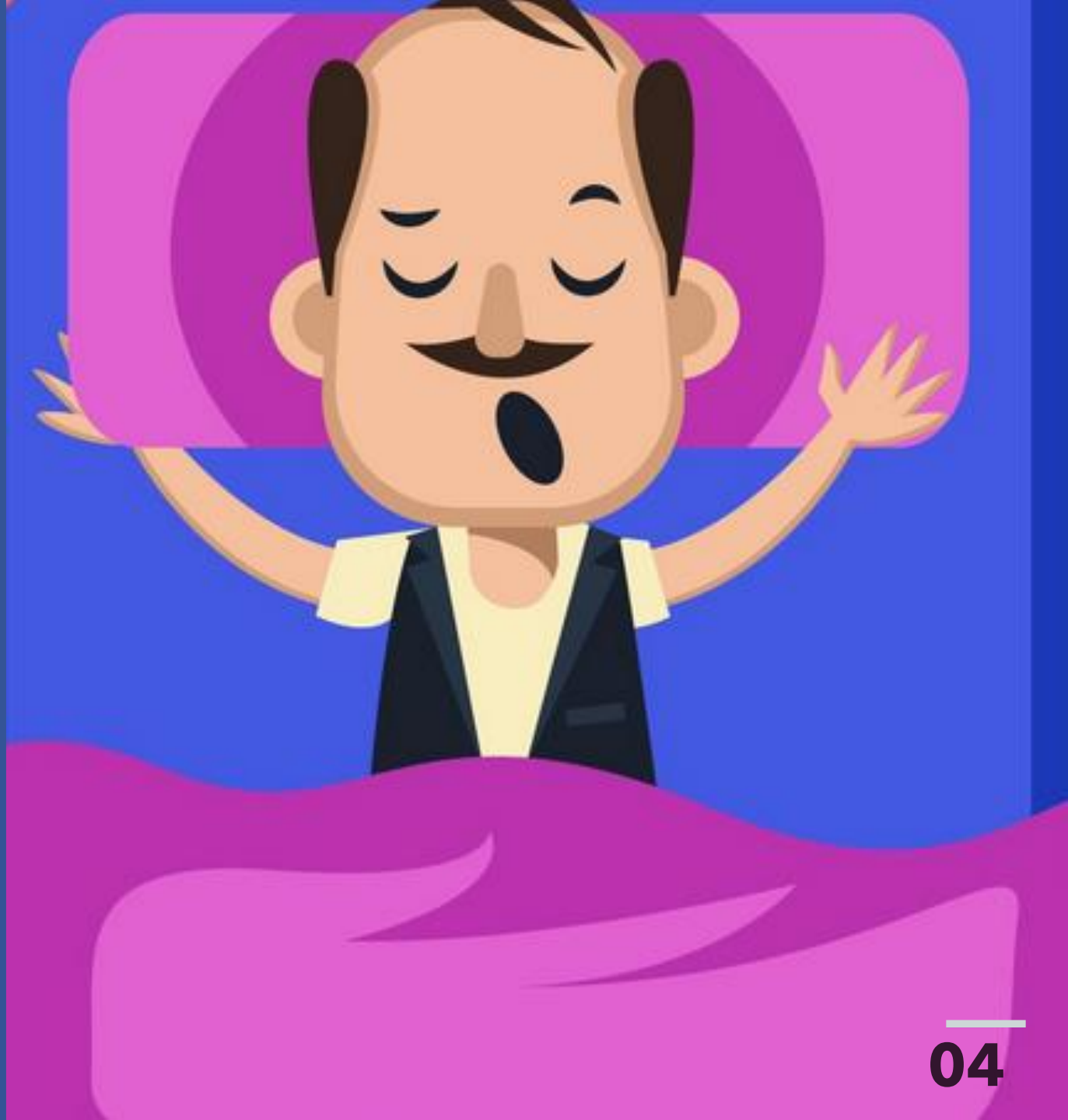
Why Build a Team?

A Low Tech Explanation



It All Comes Down to Time

There is only so much
in one day ...



TO DO LIST

Create Pitch Deck

Attend Trade Shows

Faculty

Call Accountant

Write SBIR Proposal

Meet Investors

Design Packaging

Meet Partners

Prep Taxes

Duties

Family

Meet Attorney

Market Research

Get Letters of Support

Hobbies

WE'RE
LOOKING FOR A FEW
REMARKABLE
INDIVIDUALS!



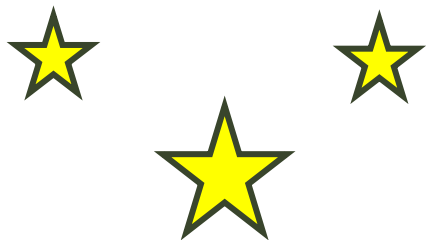
Ideal Team Member Equation

$$TM = P + T + B^2$$

Team Member = Person + Time + Belief
(squared)

Belief as Strong as Yours





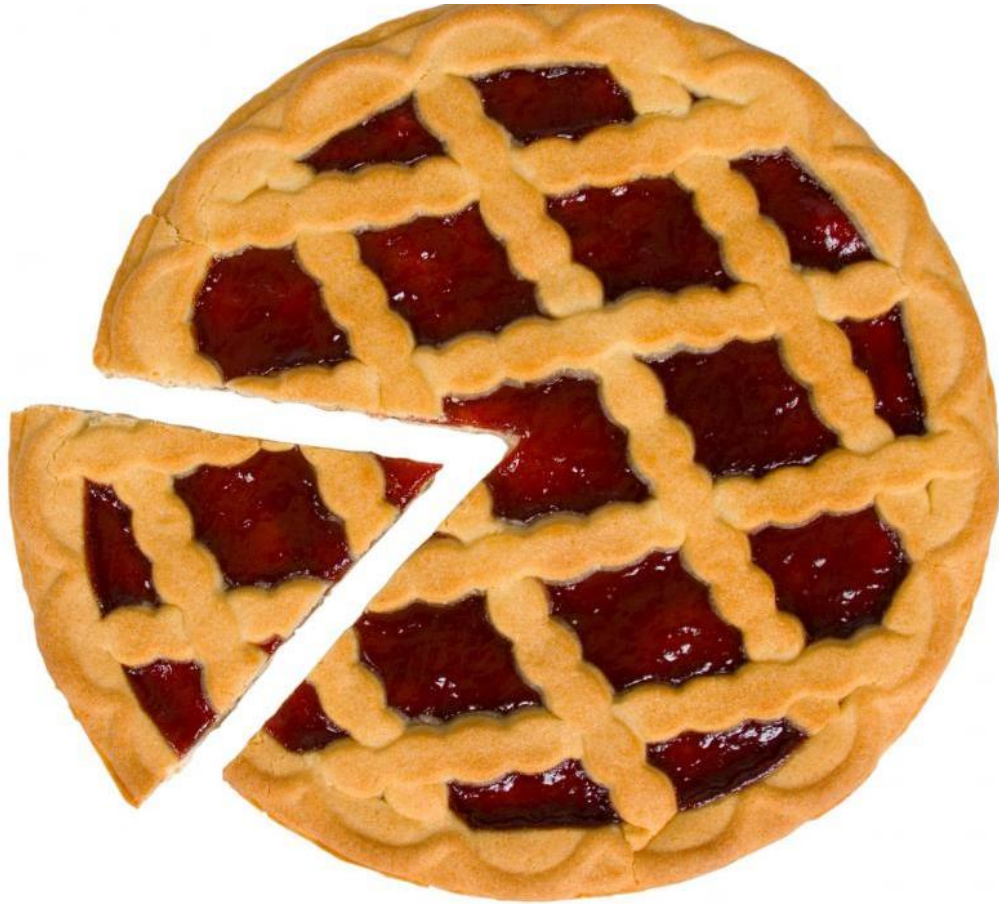
REWARDS



Team Members all get a share of the pie ...



What's the right way to SLICE a pie?



CFO

CEO

COO

CMO

CTO



Team Building Walkthrough

Welcome to the
"Hen Party"



Dr. Kristie
Assistant Professor
Chemistry

Founder, HEN PARTY



Dr. K's Lab



Dr. Raj
Department Chair



Dr. Marge
Postdoc



Haley
PhD Candidate



Fatima
PhD Student



Zack
PhD Student

Dr. K's Lab

Fatima
PhD Student



Solution: Appoint Student

Passive Role



Dr. Kristie

Assistant Professor

Entrepreneurial Lead



Fatima

PhD Student

Back to the Drawing Board ...



Dr. Raj
Department
Chair

Solution: Equal Partnership



Dr. Kristie
Assistant Professor

50 / 50



Dr. Raj
Department Chair

Back to the Drawing Board ...



Solution: The Collective



Dr. Raj
Department Chair



Dr. Marge
Postdoc



Haley
PhD Candidate



Fatima
PhD Student



Zack
PhD Student

Solution: The Collective

Dr. Raj

Department Chair



Dr. Marge

Postdoc



Haley

PhD Candidate



Fatima

PhD Student



Zack

PhD Student



Dr. K

Assistant Professor



**16.6% Equal Equity Shares
= 100% of Ownership Distributed**

**Back to the
Drawing Board ...**

**Is there a right way
to form a team?**





Best Practices for Team Building

**Define Roles
&
Expectations**

Vesting

**Founders
Agreement**

PROFESSIONAL SUPPORT



Attorneys



Accountants

BOARD MEMBERS

- **Advisory Board**
- **Board of Directors**



BREAKING THE ICE

Starting & Maintaining
Team Building
Conversations



“No matter what walk of life we pursue, we need to be able to break the ice, approach strangers, and start, build, and maintain conversations. We cannot build strategic partnerships, business and social relationships, and business-to-business models unless we communicate.

We cannot approach team building unless there is an exchange of words among members of the team.”

-- HOW TO WORK A ROOM

Susan Roane

A close-up photograph of a young man with brown hair and eyes, looking over a white horizontal barrier. He is holding the edge of the barrier with his right hand. His eyes are wide and looking slightly to the side, and his forehead has a few horizontal wrinkles, suggesting a shy or nervous expression. The background is a plain, light-colored wall.

SHYNESS

Strategies to Overcome Shyness

01

Practice a Self-Introduction

02

Redefine what is a "stranger"

03

Become a People Detective

Search for Qualities



Drive to make impact.



Time to spend on venture.




Candid about needs & expectations.



Willing to listen to you.



An illustration of a person with dark blue hair, wearing a dark blue long-sleeved shirt and blue pants, sitting on the floor with their head down and arms crossed over their knees. They have a sad expression. Five thought bubbles are floating around them, each containing a different negative thought.

No one
cares about
my idea.

I'll come
off as
pushy.

Business
cheapens my
research.

I'm crazy to
even try this.

I feel awkward
outside the lab

And finally ...



Q & A

