

BUILDING A WINNING TEAM

Ana Galeano and Mark Sperry
SUNY RF Startup Summer School
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Agenda

- Context
- Foundational elements
- Professional help
- Organizational constructs
- Story time
- Summary / Q&A





**THE WAY TO
GET STARTED
IS TO QUIT
TALKING AND
BEGIN
DOING.**

Walt Disney



SOME COMMENTARY

- Purpose does matter – what is your why?

Simon Sinek Ted Talk

- Startups are exhilarating and exhausting at the same time
- Work – not a hobby or side hustle
- It really does take a village
- Trust and integrity are mandatory

Solid Foundation



- Incorporate (more on this topic next week)
- Founder Agreements - no handshakes please!
- Operating Agreement
- Proper Governance
- Team cohesion



Advisors and Service Providers

- Legal
 - General, patent, securities
- Financial
 - Accounting, bookkeeping, tax, payroll, government contracts



My uncle, roommate, cousin is a..

Support Resources



- HQ SUNY RF startup support
- Campus specific support
- Accelerators, Incubators
- Trade Associations
- NYS Empire State Development
- Mentors, advisors
- Small Business Association

Building a Winning Team



Business Model Drives Required Skills and Talent

- Hardware
- Services
- Software
- Licensing
- Annuity
- B2B / B2C



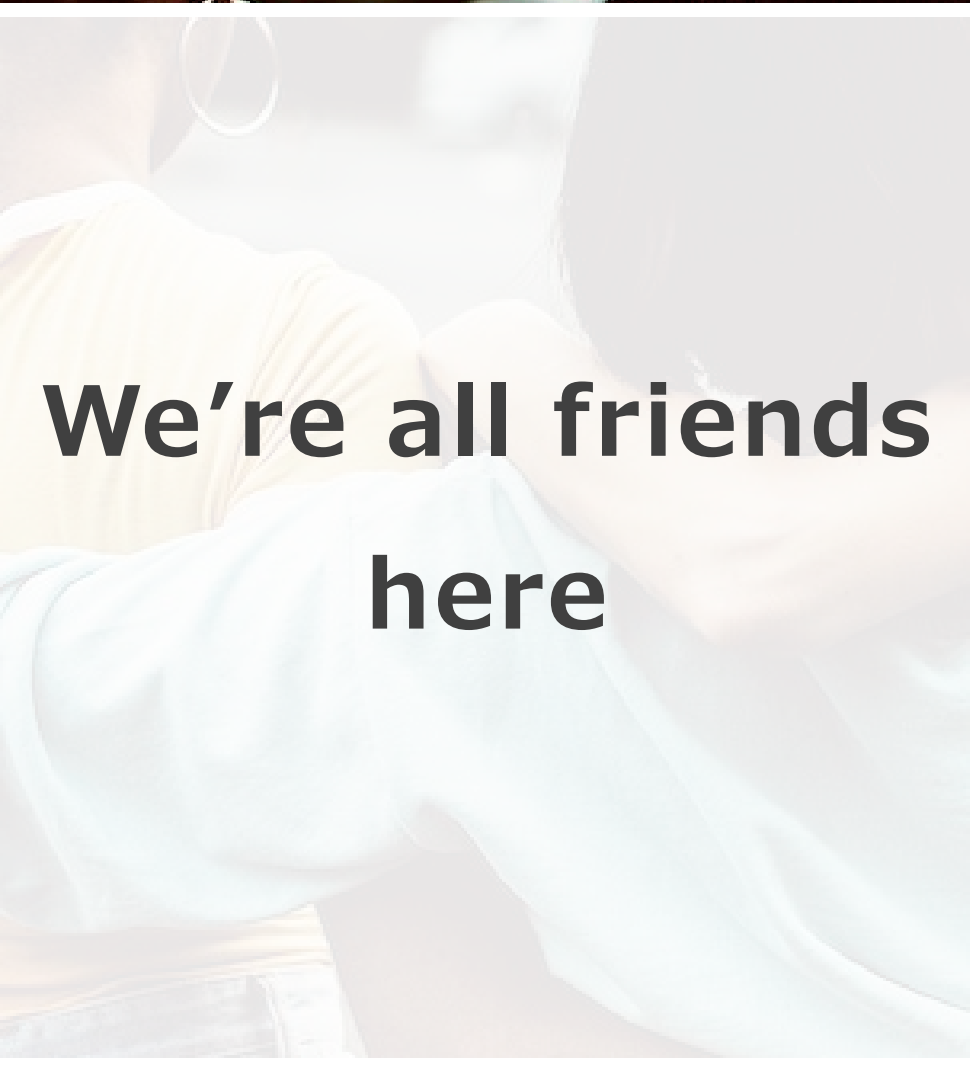
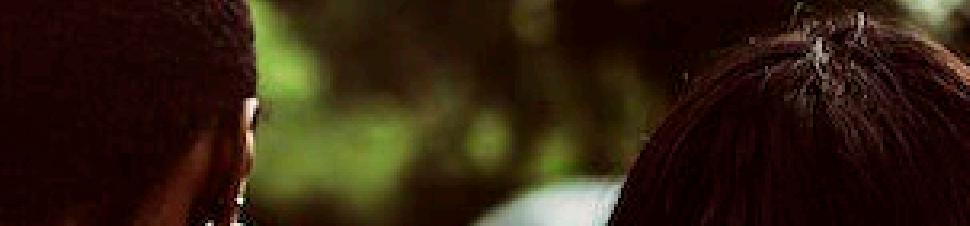
Needed roles / skills - vary over time

- Research and development, technical
- Commercialization
 - Sales, marketing, business development, strategy, partnerships, fund raising
- Operations
 - Manufacturing, supply chain, customer support, quality
- Finance, legal, human resources
- Program management





**What could
possibly go
wrong?**



**We're all friends
here**





Divvying up the pie

**Equal partners =
double trouble**





**Too many
cooks**



Summary

- Strong foundation – there will be tough times ahead – plan for them
- Know your why – build a team around those values
- Business model and stage of the business drive necessary skills
- Leverage the resources around you
- Build trust; have integrity
- Enjoy the ride

Questions please



Ana Galeano

ana@galeanolaw.com

Mark Sperry

mark@sperryenergy.com



- Please answer the Zoom poll question
- Recording will be sent tomorrow.
- Don't forget to connect with us on LinkedIn.
- See you next week for:

Week 6: July 12

Forming and Structuring Your Company Like A Boss



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