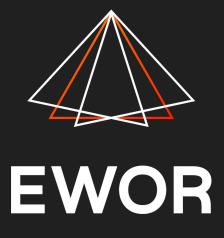
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## **The EWOR Co-Founder Conversation Starter**

Over the course of your start-up's existence, selecting a co-founder is one of the most important decisions you will make.

But fret not, EWOR is here to help with the EWOR Co-Founder **Conversation Starter!** 

## How to Use the EWOR Conversation Starter



Determine what it is you are looking for in a co-founder.\*



Fill in the EWOR Co-Founder Questionnaire yourself.



Share the link with your potential co-founder(s) and ask them to fill in the questionnaire. After they have filled out the questionnaire, we will auto-generate a report of their answers and email it to you and anyone else they mentioned as recipients. Review their answers and make notes on what topics you want to explore in further detail with your potential co-founder(s). Schedule a meeting (ideally in person) with your potential co-founder(s) to ••• discuss the answers and dig deeper.



Optional: reach out to EWOR if you want us to talk to potential co-founders and share our two cents with you.

## \* What to Look for in a Co-Founder?

Having a clear idea of what you're looking for in a co-founder is crucial before starting your search.

By setting your selection criteria ahead of time, you're less likely to opt for the 'goodenough' choice simply because it's the most convenient one available.

## Below are some resources that might help you determine your selection criteria:

- How to Pick a Co-Founder by Michael Fertik in Harvard Business Review
- <u>Co-founder Courtship</u>: How to Find the Right Mate for Your Startup by senior lecturer at Harvard Business School Julia Austin
- The Impact of Founder Personalities on Startup Success by P.X. McCarthy as published in Scientific Reports (2023)

Link to the EWOR Conversation Starter Questionnaire



