

## Potential Questions for Fireside:

- Discipline - How do you stay focused and disciplined when researching an idea and building a business?
- Idea Formation- How do you know you are on to a great idea, one worth pursuing?
- I have this fire for entrepreneurship/Engler, what do I do with it and how do I brainstorm ideas?
- When is the last time you did something for the first time?
- Validation- Is it a hobby or a business?
- How do I know when I'm ready to move this to a real business?
- Truths/Taking the leap- What are the cold hard facts no one talks about?
- Things that don't always get brought up in beginning conversation?
- What are the true realities of being an entrepreneur?
- Failure- What to do when I fail?
- How do you learn from failure?
- Fail fast, Fail Forward, Fail cheap, what does it mean?
- How to see success from failure?
- Team- Who needs to be on my team?
- How do I find them?
- Where do I start?
- Do I need one? Mentor, Co-founders, Financial people, Attorney, Investor, Coach, Advisor...etc...
- What process should I use to evaluate?
- How do I unravel from a cofounder?
- What is the importance of design and design thinking to a business? From process to products to services to marketing.
- What are the best local community resources for beginning stage start-ups?
- Financing - How do I raise money for my startup? VC, Loan, or bootstrap? What do you expect from the Entrepreneur?
- Hiring- When do you hire your first employee and how do you find the right one? Good to Great theory (right people on the bus in the right seats)
- Grit- How do you power through lulls or tough times? Are there indicators to show that times will improve?
- Partners - How do you determine the right fit when choosing a co-founder or building a team? How do you build a team around an idea?
- Discipline - As a founder, how do you stay on point and stay focused building your business? How do you say no to distracting opportunities?
- Growth - How do you determine when it's time to grow? How to you manage growth?
- Customer - How do you manage customer retention?
- Customer - How did you determine the customer that you wanted to serve? Do you let your customers tell you what they want, or do you give them what you think they want/need?
- Running a successful company - Do you own your job or do you own a company? When does it move from being an entrepreneur to being a job. How do you stay fresh?