



ENTREPRENEUR CHALLENGE INTERNAL INTERVIEW SCRIPT

FULL INTERNAL
INTERVIEW SCRIPT
& GUIDANCE FOR
ENTREPRENEURS

Background

The Entrepreneur's Internal Interview is the first of three steps for any entrepreneur and startup that wants to do their own market research; for their investor presentation, financial plan, or as a base for their marketing and sales plan to boost customers and sales.

We start with the internal interviews because the new product or startup idea combined the founders, are the heart and frame of the company. Unlike a traditional market with familiar products (like cookies, evening dresses, CRM software, etc.), in this case, the market is a consequence of the idea and the people behind the new venture.

Most entrepreneurs have the idea or product first, and then they look for the customers. This usually the biggest difference between a traditional versus an innovative company.

Instructions of answering the interview

The interviewees is/are only the founder/s of the company. It's much better if a third party who knows your idea or company will ask you (each founder) the questions and will write the answers for you. Alternatively, write the answers yourself (each founder should answer these questions by himself).

1. Please share, in a few sentences, the early days of your current start up and any relevant background.

2. What is the precise definition of your product/startup?

3. **A.** Try to imagine yourself 5 years ahead, looking back – what was the **one** factor that affected your product/company's success **most**? (If you have to choose only one).
B. What were the other main factors you thought of?

4. **A.** Try to imagine yourself 5 years ahead, looking back – what was the **one** factor that might cause your product/ company's failure **most**? (you have to choose only one.)
B. What were the other main factors you thought of?

5. Congratulations. You've been chosen as the VP of marketing of your startup/company. You have to gain as many customers/users and sales as possible right now. Where would you start and what would you do first?

6. Let's assume you did everything "by the book" with your startup/company. Yet, there are always threats that do not depend on you, and can "spoil the party" by negatively affecting your product or company's successes. What are the main threats you can think of?

7. Last question: What is the most important question we should ask that we missed? Please, ask and answer that question.

The results

Collect all the results for each question together. Mark the common answers as well as the main differences and write down answers that look important or remarkable. Try to assess the main implications of the answers about the market.

Once you'll have the results of the second and third steps of the future market research, you will be able to find relevant connections, circumstances, and implications between the different points of view and what it means in regards to your customers' approach, marketing, and sales.