Recommended Meeting Structure for Ignite Startups

You only have 20 precious minutes, so ensure you spend the time effectively and achieve the best result, with this suggested meeting structure.

Firstly, make sure to study the corporate companies you are meeting thoroughly, and check their LinkedIn profiles to gain a better understanding of the people you are meeting prior to the event.

1 minute

ROLES
Corporate - Present yourself
Startup - Present yourself

2 minutes

STARTUP GOAL
State what you'd like to achieve
(e.g. collaboration, POC, technical validation)

2 minutes

STARTUP VALUE PROPOSITION
Indicate the problems you are solving and in what way

7 minutes

QUESTIONS TO ASK
"What are your business needs?"
"How are you solving this today?"
"If this could be solved, what would it mean in terms of revenue/time/other wins?"

5 minutes

DISCUSSION
Discuss possible types of collaboration based on the needs just expressed
This section is optional and will only be used if a concrete need is expressed.

3 minutes

CONFIRMATION & NEXT STEP
1. "We seem to have something in common and have decided to book an extended meeting (day and time)"
2. "We seem to have something in common but we need to talk to some of our colleagues before we book a new meeting (we will get back in two weeks)"
3. "We don't see any match right now (based on/regarding needs, timing, requirements, other?)"