

How to Get Your Tech Start-up Taken Seriously by a Big Company

Proposed outline by Tammy A. Hepps

- Introduction: What makes a big company so challenging?
- Preparing your company's story
 - The herd mentality of big companies
 - Establishing your backers
 - Who are your current partners
 - Who is on your team
 - Financials
 - Trajectory of Company
 - Know your competitive set
- What the company is looking for
 - Can you operate at the necessary level?
 - How can you improve their business?
 - What are you offering?
 - How is it built?
 - Know how integration will work
- Tailoring your pitch to the company
 - Know the company
 - Know the company's existing partnerships
- Getting the company's attention
 - They don't want to hear from you
 - Find someone internal to advocate for you
 - Recommended steps to contact
 - Advice for emails
 - Advice for phone calls
 - Advice for meetings
 - Be real about the challenge
 - Demeanor
 - Realistic expectations
- Reality check
 - Do you really want to do business with a big company?
 - Opportunities and costs of doing business with a big company
 - Work your way up before you approach