



Rising Tide Startups Podcast Listener Feedback Summary

Kirsi Ekberg

"Ed-Tech Startup"

4/2/18 Season 1, Episode 14

Obstacle 1 – How to find funding for development of an ed-tech startup?

1. As someone who has fought the funding battle many times, the bad news is funding is tough. The good news is that the places to look are more plentiful than one might think. When asking advice, people (while trying to be helpful) often steer startups into the same funnel of resources. Look outside those places - perhaps equity crowd-funding in small pieces. There are also ways to find equity partners who will do work they love for a share in the company.
2. You mentioned Ken Robinson a lot. Have you tried making a video and dm-ing it to him? I would also check out Carol Dweck too - she is at Stanford and might know more info. There is also kickstarter and indiegogo if you wanted to launch a non-govt program.

Obstacle 2 - How to clearly transition information from my "head" to "paper," to ensure vision and direction are articulated clearly?

1. This often requires the help of a professional. Translating information in a story is an art. Always remember the classic story arcs that have worked for thousands of years. Don't make a business pitch. Tell a story.
2. Write your vision down on paper (like physically write it). Set a reminder for tomorrow or 48 hours from now. Read it out loud. Rewrite it and repeat the process a few times until it seems correct. When putting it into English you may want to get some sort of branding person to help you translate it into more impactful language once you have it dialed in.

“Don't Give Up!”

“Always Pay it Forward!”

- Kirsi Ekberg

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