

Twitter Thread by Saba



Saba

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Interviewing at Techstars. Quick thread:

(Guide about the format/delivery, not the business)

Be yourself. No-one can do you better, so first and foremost stay true to yourself. If there is a conflict between this guide and you, choose you.

Knowing that if you're successful, this is the first of 10 years of meetings. Hence: build a connection. This isn't meant to be transactional. Connect on a human-level asking about anything you are genuinely curious about having read up on them prior.

Like attracts like. Bring good energy, positive vibes and gratitude. "So happy to be here", "Thank you for the time", "That's a great question", "I appreciate that perspective!"

Answer all the questions you know, but feel free to say "I don't know" to one or some of them. Confidence is easy to show, coachability isn't. We want to know you're aware you don't have all the answers.

Fun fact: We don't either, but we'll get there together.

The 30 or so minutes will fly by. Make it conversational and be concise. Remember, clear and concise isn't the same as short and fast. Answer questions clearly and offer to share more. Avoid auto-piloting into pitching mode.

Check-in time to time. "Did I answer your question?", "How are we going with time?", "Am I making sense?".

If you want to cover something important, re-direct smoothly: "I'd love to tell you about our traction, then can I tell you more about why X is the best Y for this?"

Talk yourself up. Also your team. Whether it's co-founders, employees or even advisors, speak about all the people who care about solving this problem - more than your financial model and tech stack.

Know your numbers. Saying 200+ customers is not as believable as "We have 242 people who have downloaded our app."

Weave in the story: why you, why that co-founder, why this, why now, why you will wake up early solving this in five years, why will you win, etc.

If there's multiple of you, know who speaks when and who answers which questions. Have a way to signal to your co-founder that they're talking too much.

A good ol' kick under the table worked in the old days.

Write down the questions you get asked and make sure you address all of them. Questions often come two-fold, so keep track. If you don't know the answer, offer to find out and follow up afterwards.

Why Techstars? This is unique to everyone, so I won't give examples, but figure out why you are choosing Techstars, and what we can specifically help with.

Be honest.