

IDEA TO IMPACT

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BONUS MODULE

Building Teams & Networks

Collaborate to Elevate — Your Guide to Finding the Right People

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MODULE OVERVIEW

No Entrepreneur Succeeds Alone

Behind every successful business is a team of dedicated individuals who share a vision and work tirelessly to bring it to life. This module will show you how to find your core team, build a powerful network, and forge strategic partnerships that accelerate growth.

<p>3</p> <p>Key Segments Covered</p>	<p>4</p> <p>Action Steps Included</p>	<p>1</p> <p>Real-World Case Study</p>
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SECTION 1: FINDING YOUR CORE TEAM

How do I identify the right people to join my startup?

Your initial hires set the foundation for your company's culture and success. The right team can elevate your vision — the wrong one can derail it. When building your core team, consider these four pillars:

What to Look For	Why It Matters
<p>Values Alignment Do they share your vision and ethical standards?</p>	<p>Culture is built from day one. Misaligned values create friction that no skill can fix.</p>
<p>Complementary Skills Do they fill the gaps you have?</p>	<p>You need a balanced team — tech, sales, operations. Cover your blind spots.</p>
<p>Cultural Fit Will they thrive in your environment?</p>	<p>High performers in the wrong culture become disengaged quickly.</p>
<p>Diversity Varied backgrounds and perspectives.</p>	<p>Diverse teams consistently outperform homogeneous ones on problem-solving.</p>

PRO TIP

While skills can be taught, passion and alignment with your mission are invaluable. Hire for attitude, train for skill.

ACTION STEPS THIS WEEK

- List the 3–5 key roles your startup needs in the next 6 months
- For each role, define the must-have values (not just skills)
- Ask yourself: would I want to be stuck in an airport with this person for 4 hours?

SECTION 2: NETWORKING FOR SUCCESS

How can I build a network that supports my business goals?

Networking is your secret weapon. It opens doors to mentorship, investment, partnerships, and invaluable industry insights. But great networking is about giving before you take.

- > **Leverage Online Platforms** — Use LinkedIn, AngelList, and Crunchbase to connect with professionals, mentors, and investors.
- > **Engage Authentically** — Build genuine relationships, not a contact list. Offer value first, ask later.
- > **Attend Industry Events** — Conferences, workshops, and seminars are where real conversations happen.
- > **Follow Up Consistently** — Most networking fails at the follow-up. Send a message within 24 hours.

Best Platforms for Entrepreneurial Networking

Platform	Best For	How to Use It
LinkedIn	Professional connections, B2B leads, investors	Post insights, join groups, DM founders & mentors
AngelList	Startup investors, co-founders, talent	Create startup profile, browse investors
Crunchbase	Market research, funding intelligence	Track competitors, find VC firms
Meetup / Eventbrite	Local founders, face-to-face events	Attend startup events, pitch nights

ACTION STEPS THIS WEEK

- Identify 3 individuals or groups in your industry to connect with this week
- Update your LinkedIn profile — headline, about section, recent activity
- Join one relevant online community (Slack group, LinkedIn group, Reddit)

SECTION 3: STRATEGIC PARTNERSHIPS

What are strategic partnerships and how can they benefit me?

Strategic partnerships involve collaborating with other businesses to achieve mutual benefits. Done well, they can transform your trajectory without costing a penny.

- * **Expand Market Reach** — Access new customer bases through partner channels and distribution.
- * **Enhance Product Offerings** — Combine resources to develop new or improved products/services.
- * **Share Resources** — Leverage each other's technology, expertise, or distribution networks.
- * **Build Credibility** — Being associated with the right partner elevates your brand instantly.

CASE STUDY: Spotify x Facebook

Spotify partnered with Facebook to integrate music sharing directly into the social platform. The result? Millions of new users discovered Spotify through their friends' activity feeds — without Spotify spending a cent on traditional advertising. **Lesson:** Find a partner whose audience is your audience.

ACTION STEPS THIS WEEK

- Identify one potential strategic partner whose audience overlaps with yours
- Outline 3 mutual benefits of the collaboration
- Draft a one-paragraph partnership proposal you could send this week

KEY TAKEAWAYS

Your Collaboration Checklist

Assemble Your Team

- 01** Focus on values alignment, complementary skills, and cultural fit. Skills can be learned — shared mission cannot.
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Network Strategically

- 02** Engage authentically and leverage platforms like LinkedIn and Angellist. Give value before you ask for anything.
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Forge Partnerships

- 03** Seek collaborations that offer mutual benefits and align with your business goals.
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Start This Week

- 04** Reach out to at least 3 individuals who could be valuable to your team or network.
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"Collaboration is the key to innovation. Surround yourself with the right people, and there's no limit to what you can build."