










The EWOR Co-Founder Conversation Starter

Over the course of your start-up's existence, selecting a co-founder is one of the most important decisions you will make.

But fret not, EWOR is here to help with the EWOR Co-Founder Conversation Starter!

How to Use the EWOR Conversation Starter

-  Determine what it is you are looking for in a co-founder.*
-  **Fill in** the EWOR Co-Founder Questionnaire yourself.
-  Share **the link** with your potential co-founder(s) and ask them to fill in the questionnaire.
-  After they have filled out the questionnaire, we will auto-generate a report of their answers and email it to you and anyone else they mentioned as recipients.
-  Review their answers and make notes on what topics you want to explore in further detail with your potential co-founder(s).
-  Schedule a meeting (ideally in person) with your potential co-founder(s) to discuss the answers and dig deeper.
-  **Optional:** reach out to EWOR if you want us to talk to potential co-founders and share our two cents with you.

* What to Look for in a Co-Founder?

Having a clear idea of what you're looking for in a co-founder is crucial before starting your search.

By setting your selection criteria ahead of time, you're less likely to opt for the 'good-enough' choice simply because it's the most convenient one available.

Below are some resources that might help you determine your selection criteria:

- [How to Pick a Co-Founder](#) by Michael Fertik in Harvard Business Review
- [Co-founder Courtship: How to Find the Right Mate for Your Startup](#) by senior lecturer at Harvard Business School Julia Austin
- [The Impact of Founder Personalities on Startup Success](#) by P.X. McCarthy as published in Scientific Reports (2023)

▶ [Link to the EWOR Conversation Starter Questionnaire](#)

