

She's Interesting

Founder Survey Courtesy of Category Communications

If you're considering partnering with someone, use this co-founder alignment survey to start your conversation with them. Feel free to adjust the questions to suit your business. Allow each person enough time to go through and thoughtfully share their feedback. Good luck, babes!

1. Name
2. What would be considered a successful agency/business to you?
3. What makes you the most excited about starting an agency?
4. What makes you the most nervous about starting an agency?
5. When starting our own agency, which of the below is the most important to you?
 - a. Financial Freedom
 - b. Building a Legacy Business / Being Known in PR
 - c. Doing Meaningful Work
6. Is having a physical office space important to you?
 - a. Yes
 - b. No
7. What strengths do you think you'll bring to the business? *
8. What do you consider as your biggest weakness?
9. Where would you want the business to be in 5 years?
10. What would you consider as your level of risk? *
 - a. Low risk
 - b. Moderate risk
 - c. Medium to High risk
 - d. High risk

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11. What level of capital do you have to contribute to the business? *
 - a. Less than \$20K
 - b. \$20-\$30K
 - c. \$30-\$50K
 - d. \$50K+
12. What would be your preferred method of handling conflict? *
13. How much runway would you be comfortable with on not making money?
14. On a scale of 1 to 5, how frugal would you consider yourself with spending?
15. How much time are you willing to commit to the business?
 - a. 40 hours
 - b. 50 hours
 - c. 60 hours
 - d. "I'll work all god damn day and night!"
16. What areas of the business would you prefer to focus on? (e.g., sales, marketing, finance, operations, HR, accounting, bookkeeping, etc.)
17. Why do you think we'll work well together as business partners?
18. Where do you think we'll conflict as business partners?
19. What do you value as a person and how does that translate into business?
20. What do you want for your lifestyle personally? What are your hopes and dreams? (e.g., home ownership, vacations, number of kids)
21. How many kids do you want?
 - a. Only child vibes!
 - b. 2
 - c. 3
 - d. 4+
22. How long of a mat leave would you want to take?

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- a. Less than 3 months
- b. 6 months
- c. 8 months
- d. 1 year
- e. 18 months

23. What would be considered a failure?

24. On a scale of 1-10, how ready are you to become official workwives?!