

IEEE Boston Entrepreneurs' Network

Board of Advisors & Boards of Directors

Paige Arnof-Fenn

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Building Your Board

- Accelerating growth
- Gap & needs analysis
- Leverage your network

Advisors vs. Consultants

- Where & how deep are the holes?
- SWOT analysis
- Key features, benefits & economics
- Compensation issues

Customer Advisory Boards

- Trendspotters
- Demographic
- Psychographic

Technical Advisory Boards

➤ Research

➤ Scientific

➤ Academic

Market Validation

➤ Customers

➤ Analysts

➤ Media

Creating Evangelists

- Rapid response
- Feedback loops
- Process & accountability

Staying Relevant

- Process not an event
- Executive session

Thank You!

Paige Arnof-Fenn, Founder & CEO

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paige@mavensandmoguls.com

www.MavensAndMoguls.com