Review Questions for Swanson and Baird
Chapters 4 and 5

1. Take a look at Table 4.1. I asked you last week to look at the web sites of three Mudd-connected companies. Which quadrant do they fit into? (It is possible to overlap).

2. Many Mudd-connected companies start in Quadrant 1. What kinds of problems do such companies have? What are the obstacles?

3. Of these quadrants, in which is the need for external funding most critical?

4. Rapid time to market – this is a short section, but its importance is not proportionate to its brevity. What do you think are the essential ingredients to speed up “time to market?” This will vary from one type of business to another, but there are some common elements in all businesses when speed is involved.

5. What is the general message of Sidebar 4.1? Again, this is a very important business lesson.

6. Erik Straser is a VC Mudder who works at Mohr Davidow in Silicon Valley. His senior partner is quoted on page 52. What do you think Erik wants to be looking at when he sees a Mudd-connected pitch? Among other things, I think he will want you to “get it.” Given the theme of this chapter, get what? What are some of the general messages of this chapter? What is the primary theme of this chapter?