

URL: <https://stvp.stanford.edu/clips/so-what>

Storytelling skills are crucial for early stage technology startups with few actual data points. When it comes to engaging investors, finds Capella Space founder and CEO Payam Banazadeh, the “So what?” question can be more important than the technology itself.



## Transcript

- [Asker] So how do you get people interested, especially like investors, because you're doing something completely crazy and how do you get around that? - Well, it's a bit of an aspirational story that you have to tell, I mean it's a story telling.. What you're doing at the very beginning of the company, where you have no data points, is story telling.. What helped us a lot was when we took the Hacking for Defense class with Steve we had a pretty good story.. Because we had interviewed roughly 300 potential customers and Steve had made us write a blog about every single interview.. Right, so we would literally write a blog of the interview.. What did we learn? Who was it and what did they say? And this was a private blog only to the team.. So when we went to do fundraising, we gave them the blog.. So like, go, check out what these people are talking about.. Everyone is saying, if you could build a capability where I can monitor anywhere in the world every hour, this will change my operations, my industry, how I do things.. So building this story and the majority of it is just go out, talk to the customers..

The so what question is more important than the technology and then obviously the tech has to support it.. Going out and talking to customers and being able to build that story for the investors is really, really critical, throughout your journey...