

11 Things You Can Do As A VC Platform Head To Build An Engaged Founder Community For Your Portfolio Companies

As a VC platform director, building an engaging founder community should be a top priority. Creating a supportive community that fosters connections, learning, and growth can be instrumental in attracting and retaining top talent in your portfolio.

To help you achieve this goal, we've created this checklist of 11 essential things you can do to build an engaging founder community.

By following these steps, you'll be able to create a thriving community that supports and empowers your portfolio companies.

- [ ] **Develop a clear value proposition:**
  Clearly communicate the value and benefits of being part of the VC firm's community, including access to resources, mentorship, networking opportunities, and potential partnerships.
- [ ] **Host regular events:**
  Organize events such as workshops, webinars, networking mixers, and roundtable discussions to bring founders together, encourage knowledge sharing, and facilitate relationship-building.
- [ ] **Build an online platform:**
  Establish online channels, such as Slack groups, forums, or social media groups, where founders can communicate, share stories, ask questions and collaborate on projects.
- [ ] **Encourage mentorship**:
  Facilitate connections between experienced founders and newcomers to foster a sense of support, learning, and camaraderie within the community.
- [ ] **Showcase success stories:**
  Share stories of successful founders and startups within the VC firm's portfolio, celebrating their achievements and encouraging others to learn from their experiences.

- [ ] **Provide valuable and exclusive tools:**
Offer valuable resources, such as industry reports, templates, and guides, to help founders navigate various aspects of building and scaling their businesses.
- [ ] **Offer personalized support:**
Make sure platform operations team members are accessible and responsive to the needs of founders, providing tailored assistance and guidance when needed.
- [ ] **Leverage partnerships:**
Partner with external organizations, such as accelerators, incubators, and service providers, to offer additional resources and support to founders.
- [ ] **Create sub-communities:**
Organize smaller, interest-based groups within the larger community to encourage deeper connections between founders facing similar challenges or working in the same industry.
- [ ] **Foster a culture of collaboration:**
Encourage founders to actively participate in the community by seeking advice, offering help, and contributing their expertise and experiences.
- [ ] **Measure and adapt:**
Regularly evaluate the effectiveness of community engagement initiatives by gathering feedback from founders and tracking key performance indicators. Use this data to refine and improve your strategies over time.

Now that you know what to do, it's time to take action toward your goals. A strategy is only as effective as implementation. In this case, you need more than just a strong strategy that gets buy-in from senior leadership. You also need the platform to be appealing to the users.

The more engaged your founders, the easier it will be to foster connections and promote learning and growth.

Moreover, building a strong community can also streamline vendor relationships, which could save your founders significant amounts of money by securing the best vendor deals. By following the 11 steps we've provided in our checklist, you'll be on your way to building a thriving community that supports and empowers your portfolio companies.

However, we understand that the process of managing vendor relationships can be complex and time-consuming. That's why GetProven is here to help.

BOOK A FREE SESSION

with us to learn how we can streamline your vendor relationships and help your startups save money.

Together, we can build a strong and successful founder community.

Team GetProven.

