



DO'S AND DON'TS

Do's:

1. Rule of 10: Present at least 10 unique and effective best practices
2. Conduct Thorough Research: The document can be created by gathering data from primary research and secondary sources such as publicly available information sources like YouTube videos, competitor websites, Podcasts, Public interviews, co-founder blogs etc.
3. Cite Sources: You can add shortened hyperlinks to YouTube videos, competitor websites, blogs, etc. for each best practice (see example below).
4. Use Data and Stats: Whenever applicable, include data, tables, and statistics to lend credibility to your insights.
5. Concise Practices: Dedicate 1-2 pages to each best practice for clarity.
6. Identify Business Model: Understand the company's business model (D2C, B2C, B2B, etc.) first, and explore case studies from experts in that domain.
7. Consistency: Maintain a consistent style, tone, and formatting throughout the document, following the template or guidelines provided.
8. Presentation: Enhance your document with visuals, graphics, charts, and tables to effectively convey data and insights.
9. Primary Research: Whenever possible, conduct primary surveys to directly collect data from customers or arrange interviews with co-founders or CXOs. Include excerpts or proofs for added credibility. There is very high weightage to this attribute.
10. Citing relevant existing primary research and teaming it up with relevant Best Practices would also carry high weightage.
11. Submission Deadlines: Meet the specified submission deadline, ensuring your document is well-organized and includes all required elements.

Don'ts:

1. Avoid Commonplace Ideas: Stay away from common, logical deductions that every business knows. Your best practices should be unique.
2. Challenge Assumptions: Always view recommendations from the co-founder's perspective. Evaluate if they truly add value and drive change in the business.
3. Avoid biased Information: Ensure that the information you gather from various sources is unbiased and credible. Avoid cherry-picking data that supports a particular viewpoint.

Acid Test: Whenever in doubt, think of yourself as the co-founder of the company. Ask if each insight would genuinely inspire you to do something new, bring about change, or spark experimentation in your startup. If the answer is yes, it's valuable; if not, reconsider its inclusion in your document.