

# **Course : Entrepreneurship**

## **Lecture 6 : Building the Founding Team**

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# Panimula

- Ang pagtatayo ng negosyo ay hindi laging solo – ito ay madalas na isang team sport.
- Kahit ang mga matagumpay na entrepreneur tulad ni Mark Zuckerberg ay nagsimula kasama ang isang founding team.
- Tinutulungan ng team ang negosyo na lumago, makakuha ng mas maraming ideya, at malampasan ang mga hamon.
- Ang pagkakaroon ng tamang tao sa founding team ay kritikal upang magtagumpay ang isang start-up.

# Mga Layunin sa Pag-aaral

- Unawain ang kahalagahan ng team sa pagtatayo ng negosyo.
- Matutunan ang mga papel ng bawat miyembro sa founding team.
- Tuklasin ang mga paraan kung paano bumuo ng isang malakas na team.
- Suriin ang tamang estratehiya para sa equity, compensation, at pagpapanatili ng team.
- Pag-isipan ang kahalagahan ng kultura at chemistry sa matagumpay na venture.

# Power of the Team: Theory

- Mas mataas ang survival rate ng start-ups na may founding team kaysa solo founders.
- Teams = mas malaking revenue + mas mabilis na paglago.
- Iba't ibang skills → mas matibay na decision-making.
- Shared vision = mas matatag na pundasyon ng negosyo.

# Power of the Team: Application

- Division of labor → mas mabilis ang execution.
- Fundraising → mas credible sa investors kung may kumpletong team.
- Innovation → mas creative ang solusyon kapag maraming ideya.
- Risk management → mas resilient kung sama-sama sa problema.

# Power of the Team: Case Study

- Facebook: Co-founders + Sandberg = growth at stability.
- Rags2Riches (PH): diverse team = social impact.
- Jollibee: Tony Tan Caktiong + managers → global expansion.

# Power of the Team: Application Questions

- Solo vs. team founders – which is stronger?
- Who would you want on your founding team?
- How can diversity lead to success?
- Would you invest in a solo founder or a team?

# Where Do You Fit?: Theory

- Hindi lahat ng founder ay kailangang CEO.
- Self-awareness = kilalanin ang strengths at weaknesses.
- Humility: minsan mas mainam mag-hire ng mas may experience.

# Where Do You Fit?: Application

- Tools: resume review, mentor feedback, personality tests.
- Assigning roles: strategy, tech, ops, marketing, finance.
- Mag-delegate kung kulang ang expertise.

# Where Do You Fit?: Case Study

- Apple: Jobs (visionary) vs. Wozniak (tech genius).
- Rags2Riches: Lopez vs. Ruiz roles.
- Manny Villar: delegated to pro managers.

# Where Do You Fit?: Application Questions

- What role would you take as founder?
- Where are you weak and who can help?
- How does feedback improve self-awareness?
- Skills vs. passion – which matters more?

# Building a Powerful Team: Theory

- Staffing plan: roles, timeline, responsibilities.
- Malinaw na expectations = iwas conflict.
- Chemistry + culture = mas matibay kaysa skills lang.

# Building a Powerful Team: Application

- Recruit mula sa alumni, mentors, investors, family/friends.
- Pumili ng taong may parehong values at vision.
- Maglatag ng malinaw na expectations sa simula.

# Building a Powerful Team: Case Study

- Shopee: diverse team = rapid growth.
- Ayala Group: family roots + professionals.
- Grab: Founders Anthony Tan + Hooi Ling Tan = complementary.

# Building a Powerful Team: Application Questions

- How will you recruit team members?
- Known contacts vs. strangers with expertise?
- Which is more important: trust or skills?
- How do you start shaping culture?

# Bootstrapping: Theory

- Founders usually keep day jobs at first.
- Sacrifices: delayed salary, long hours.
- Timing ng pag-hire = kritikal.

# Bootstrapping: Application

- Iwasan ang paggamit ng employer resources.
- Maghanap ng co-founders willing to defer pay.
- Gumamit ng savings at small funding.

# Bootstrapping: Case Study

- Microsoft: Gates & Allen bootstrapped.
- Rags2Riches: sinimulan with minimal capital + community.
- PH food start-ups: weekend gigs while employed.

# Bootstrapping: Application Questions

- What sacrifices can you make?
- How long can you delay a salary?
- What are bootstrapping advantages?
- When is the right time to hire?

# Compensation & Equity: Theory

- Equity = ownership share.
- Founder shares vs. option pool.
- Vesting schedules = proteksyon.

# Compensation & Equity: Application

- Mix of salary + equity + benefits.
- Clear division of shares.
- Incentives for retention.

# Compensation & Equity: Case Study

- Google: stock options → millionaire employees.
- PH tech start-ups: stock options retain programmers.
- Ayala/SM: share distribution for managers.

# Compensation & Equity: Application Questions

- Salary or equity – what motivates more?
- How to ensure fair share division?
- Why are vesting schedules important?
- Is equity only for tech start-ups?

# External Team Members: Theory

- Kasama sa team: investors, lawyers, accountants, advisors.
- Board of Advisors = guidance.
- Board of Directors = fiduciary duty.

# External Team Members: Application

- Investors = hindi lang pera kundi network.
- Lawyers = legal protection.
- Accountants = financial stability.
- Advisors = mentorship.

# External Team Members: Case Study

- Grab & Gojek: venture capital support.
- Globe Telecom: advisors expanded digital reach.
- Local SMEs: rely on lawyers & accountants.

# External Team Members: Application Questions

- Which external member is most critical?
- Hands-on vs. silent investors – what's better?
- How can advisors help a start-up?
- Risks of over-involved investors?

# Keeping the Team Together: Theory

- Team culture = glue of the organization.
- Shared values and vision create loyalty.
- Stress and burnout are natural in start-ups, must be managed.
- Conflict resolution mechanisms sustain harmony.

# Keeping the Team Together: Application

- Provide bonding and wellness activities.
- Build transparent communication systems.
- Offer flexibility in schedules to reduce burnout.
- Involve family support systems for stronger backing.

# Keeping the Team Together: Case Study

- Rags2Riches (PH): sustained mission kept loyalty.
- Ayala Corporation: strong culture ensured stability.
- Tech start-ups: many failed due to weak culture/conflict.

# Keeping the Team Together: Application Questions

- How would you design a culture balancing hard work with wellness?
- What steps can you take to reduce burnout?
- How can conflict be turned into growth opportunities?
- How can family/community support strengthen resilience?

# Summary

- Entrepreneurship is a team sport.
- The right founding team drives growth and innovation.
- Self-awareness and role allocation strengthen leadership.
- Compensation and equity must be fair and strategic.
- Culture and conflict management are essential for success.

# Reflection

- What is your strongest entrepreneurial attribute and how will it help your team?
- Which skills do you still need to develop before launching a start-up?
- How would you build your own founding team?
- What kind of culture would you like to establish in your company?

# Huling Pagbubuod

- Ang tagumpay ng negosyo ay nakasalalay sa lakas ng founding team.
- Isang matatag na samahan ay nagdadala ng innovation, suporta, at mas malawak na network.
- Ang tamang compensation at kultura ay nagpapatibay sa relasyon.
- Entrepreneurship ay mas matagumpay kung sama-samang tinatahak.

# Textbook

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