

TrepTalks Interview Details & Questions

Interview Format: Zoom Video

Duration: 40-60 minutes (Please note, we may or may not cover all the questions listed here depending on time available.)

Overview: TrepTalks is an interview show/podcast where the host interviews successful entrepreneurs, business executives, and thought leaders to share their story as well as business insights, strategies, and tactics for business growth

- How did you come up with the idea for your business?
- Can you share a bit about your business and the products you sell?
- What kind of investment went into launching your business?
- How did you launch and get your first customers?
- How do you manufacture your products?
- Who is your target market? Are there any unique characteristics of this category/market?
- What are all your sales channels? Are you in retail stores? Third-party channel
- Which channel/marketing works best in terms of new customer acquisition? Which channels have proved best for growth?
- Television show appearance (if any)
- What is your fulfillment/shipping strategy?
- Which markets do you sell in – international?
- What does your team look like?
- What is your future vision for the business?
- Mistakes made, lessons learned during building, and growing your business?

Rapid Fire Segment: In this segment, the guest will answer a few questions in a few words or one/two sentences.

- One book that you would recommend to entrepreneurs/business professionals in 2022 and why
- An innovative product or idea in the current e-commerce, retail, or tech landscape that you feel excited about
- A business or productivity tool or software that you would recommend/Productivity Tip
- A startup or business (in e-commerce, retail, or tech) that you think is currently doing great things
- A peer entrepreneur or business person whom you look up to or someone who inspires you
- One networking tip for building and sustaining valuable professional relationships
- What Best business advice have you ever received or you would give to other entrepreneurs