



Advisor Calls	Pre-Work	Topics of Conversation	Advisors Role
Call 1 (Prior to Academy)	<ul style="list-style-type: none"> <li>-Participant send advisor pitch deck</li> <li>-EHIR sends advisor current product profile</li> <li>-Participant identifies what they want to learn from the advisor</li> <li>-Participant uploads meeting location link to the calendar hold</li> </ul>	<ul style="list-style-type: none"> <li>-Review pitch deck/review product</li> <li>-Review EHIR.io profile</li> <li>-Gaps/strengths of their product in employer market</li> <li>-Three things they would like to know about selling to employers</li> </ul>	<ul style="list-style-type: none"> <li>-Is their story well told (could you understand what they do)</li> <li>-Is it complete without being verbose</li> <li>-What are the gaps/issues with their product (high level)</li> </ul>
Call 2 (During Academy)	<ul style="list-style-type: none"> <li>-Revise pitch deck</li> <li>-Edit profile in EHIR.io</li> <li>-Create 10 action items</li> </ul>	<ul style="list-style-type: none"> <li>-Prep for pitch competition</li> <li>-Review revised pitch deck</li> <li>-Review revised profile</li> <li>-Discuss product value prop, integration, implementation, sales planning, etc.</li> <li>-Developing 10 action items</li> </ul>	<ul style="list-style-type: none"> <li>-Does the pitch showcase their product well; length, visuals, story</li> <li>-Answer questions related to in-market concerns (vs. just the pitch competition) How would their pitch be different if it were for a one hour meeting with a prospect vs a 10 minute pitch competition?</li> </ul>
Call 3 (After Academy)	<ul style="list-style-type: none"> <li>-Edits to EHIR.io profile</li> </ul>	<ul style="list-style-type: none"> <li>-Polish EHIR.io profile (in prep for submission for Spring 2022)</li> <li>-Review 10 action items; progress, barriers, etc.</li> </ul>	<ul style="list-style-type: none"> <li>-Does profile succinctly tell their story</li> <li>--Answer questions related to in-market concerns (vs. just the pitch competition) How would their pitch be different if it were for a one hour meeting with a prospect vs a 10 minute pitch competition?</li> </ul>