

VAN HALEN'S SECRET INVESTOR TEST



HOW ROCK STARS
TAUGHT VCS TO
JUDGE FOUNDERS

90% of founders fail this test
Find the brown M&M



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The Van Halen Truth

When I first read this story, a light bulb went on: investors need the same shortcut.

- Van Halen's tour contract: "No brown M&Ms"
- Seemed like rockstar diva behavior
- Reality: Brilliant safety compliance test
- Complex pyrotechnics = Life or death details
- If brown M&Ms found = Contract not read carefully

Found brown M&Ms → Discovered improperly installed stage → Prevented potential disaster



The Brown M&M Test

Miss a candy, miss the safety checklist.

Ignore the brown M&M, and you might miss
the broken stage.



Email Is My Brown M&M

Just like Van Halen's M&M test revealed deeper issues:

YOUR EMAIL RESPONSE REVEALS

- Operational discipline = Can you handle basics?
- Execution speed = Will you move fast enough?
- Priority management = Do you know what matters?
- Respect for relationships = Will you value my time?



Why I Judge Your Inbox

If you can't manage email → You can't
manage a startup

If you ignore key people → You'll miss key
opportunities

If you're always "too busy" → You'll always
be behind

= Simple test. Deep insights.

I wish it weren't true, but in a crowded deal
flow, this is my fastest filter.



What Emails Reveal

- ✗ Delayed responses = Poor execution
- ✗ Ignored warm intros = Weak networking
- ✗ Slow DD replies = Low urgency

= Investment deal killers

The Perception Gap

WHAT YOU THINK

- "I'm prioritizing important work"
- "Quality matters more than speed"
- "Being busy is normal"

WHAT VCs SEE

- Can't manage basics
- Poor operational discipline
- Doesn't value relationships



How fast is 'fast enough?

High Urgency + High Importance = NOW

High Urgency + Low Importance = Today

Low Urgency + High Importance = This week

Low Urgency + Low Importance = Batch

Speed That Builds Trust

What I see in top-quartile founders:

- ✓ Sequoia outreach: 2 hours
- ✓ Due diligence: Same day
- ✓ Warm intros: 24 hours
- ✓ Partner questions: Hours

= Professional standards



Instant Credibility Killers

- "Sorry for the delay" → Poor planning
- "Catching up on emails" → Behind already
- "Will get back soon" → Vague commitment
- "Too busy right now" → Can't prioritize

= I'm behind and you know it.



The Hidden Test

- Email discipline = Company discipline
- Response speed = Execution speed
- Inbox management = Team management




= Your email is your interview

Success Habits

TODAY

- ✓ Achieve inbox zero
- ✓ Set response time rules
- ✓ Create email templates

THIS WEEK

-  Build priority systems
-  Track response metrics
-  Maintain daily discipline

If you only keep one slide

DO

- Respond within 24 hours
- Prioritize by importance
- Build systematic habits

DON'T

- Make "busy" excuses
- Let emails pile up
- Ignore key relationships

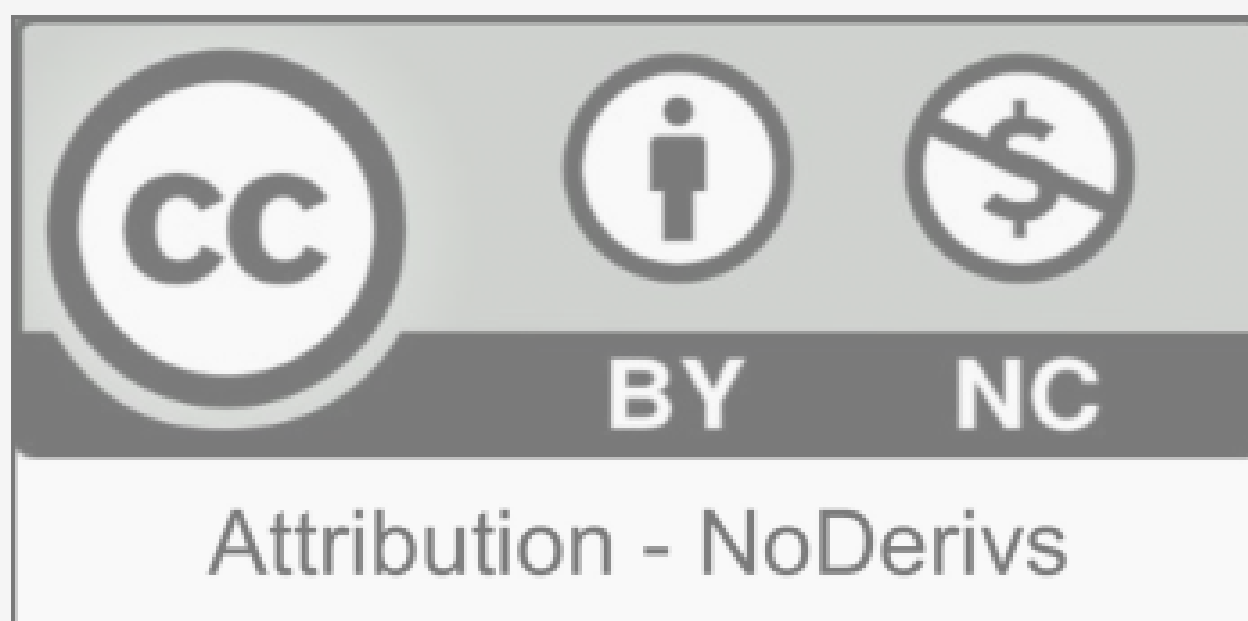
Act

So, what's hiding in your inbox today?

PLAIN LANG UAGE



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B U R A K B U Y U K D E M I R



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THE HIDDEN SIGNALS ABOUT YOUR EMAIL RESPONSE TIME



**YOUR INBOX REVEALS MORE
ABOUT YOU THAN YOUR PITCH
DECK.**

