



Stanford eCorner

Working with Venture Capitalists

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Video URL: <http://ecorner.stanford.edu/videos/64/Working-with-Venture-Capitalists>

Roizen talks about what she would look for in a VC. From her perspective, acquiring a VC is the only time you're getting someone to work for you and pay you at the same time. She recommends people populate their investor pool with VCs who will add value to their company.



Transcript

I often say when I was raising money, what I would look for in a venture capitalist is not the money; the money is really important but at the end of the day when you make a deal with a venture capitalist, it's really the only time that you're getting someone to work for you and pay you at the same time. So it's a really compelling proposition and you better make damn sure that you populate your investor pool with people that you think can really add value to your company.