



## Stanford eCorner

### What Do the LP's Believe?

Heidi Roizen, *Draper Fisher Jurvetson*

January 16, 2002

Video URL: <http://ecorner.stanford.edu/videos/76/What-Do-the-LPs-Believe>

Roizen reveals how much limited partners believe in their investment plans. LPs invest in VCs like VCs invest in entrepreneurs. Market performance alone is not the only criteria, but she recommends not messing up two funds!



#### Transcript

I think the final thing is how much do the LPs believe in where you are going forward. You sit down and talk about an investment thesis with them and do they believe that the investment thesis is credible? Do they believe that you are going to go out and do what you say? Do you have entrepreneurs who will speak to the quality of your participation? They invest in us in many ways the same way that we invest in entrepreneurs and so in this market, I think performance alone isn't going to be the sole criterion. I will say that if you screw up another fund, find something else to do.