



Stanford eCorner

How Much Should You Tell Investors?

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Video URL: <http://ecorner.stanford.edu/videos/852/How-Much-Should-You-Tell-Investors>

Mandelbaum answers the questions: How much of my business idea should I reveal to investors? She believes that if you have a great team and a developed idea, it is fine to talk about the idea with investors. If you never talk about it, it will never get anywhere, she adds.



Transcript

I think there are two schools of thought on this and I'll tell you which one I'm in. Again, I had an idea company so we used to joke that we should walk around with helmets on so the ideas wouldn't get out so someone else could do it. It's all in the execution. So I really think that if you have a great team and you've pushed the idea along enough that you are the team to make it successful, it's okay to talk about it because if you don't talk about it, it's never going to get anywhere. No venture people, very few are going to sign any type of confidentiality agreement but you do have a gentleman's agreement that they're not going to go down the hall and tell someone about your idea. So hopefully you're going to people that you trust and it's a small community so if you're really going to build something, people don't just tell other people your ideas. I really think you got to talk about it. Don't try to protect it because you'll never do it then.