



Stanford eCorner

Making Connections

Fern Mandelbaum, *Monitor Venture Partners*

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Video URL: <http://ecorner.stanford.edu/videos/857/Making-Connections>

Mandelbaum recommends trying to meet someone that has connections in the venture capital community. It is very difficult to approach a venture firm unsolicited, but much easier with the introduction of an influential person in the community. Take advantage of opportunities to get in touch with venture capitalists, she suggests.



Transcript

On the experience side, 1) just graduating. I gave the toy example. I didn't know anyone in the toy business. I didn't even know how the toy business worked. I couldn't even tell you the top three toy companies in the world. So you can do it. You really can do it and there are lots of examples out there. The venture business, if I were you, I would spend a lot of time trying to find someone, not to sound hokey again, like me that has those connections. There was an article, did you ever put that on, Gurus in the Garage, an article done by Harvard. It's a Harvard Business Review case called Gurus in the Garage.

I would suggest anyone who's thinking about starting a company around here to read it. It's about again whatever you want to call them, mentor capitalist, venture catalyst, interim CEOs, coaches, advisers, whatever term you want to call it, how they help because it's hard just to call a venture firm. It really is. I'm not saying it can't be done. It can be done, but it's hard, so try to make your life easier. Try to go to things like this. Go up and talk to the speaker. Have you ever noticed the speakers standing there and not talking to anyone and everyone else is talking to each other? Go talk to them and find out what they do. Try to find someone to help you sort of steer that course especially if you're brand new and don't know anyone.