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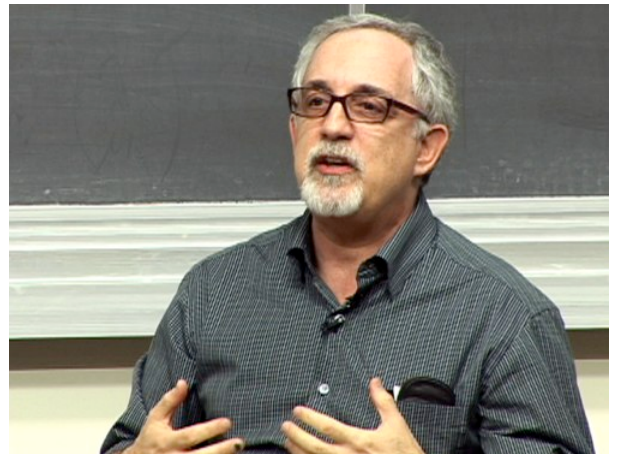
Choosing an Investor

Mitch Kapor, *Foxmarks*

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Video URL: <http://ecorner.stanford.edu/videos/1912/Choosing-an-Investor>

Selecting a financial partner for your growing enterprise should be as careful a process as selecting a member of your senior staff, says serial entrepreneur Mitch Kapor. Here he discusses why real start-ups offering real opportunity can afford to be choosy.



Transcript

Given all you've seen over the years, how do you pick an investor? Well, I think you actually pick an investor the same way you would pick like a co-founder or other senior people on the team. They obviously have to have the right skills set. People shouldn't be getting in the door if they don't have the skills that you need. But more than that I think you want to work with people that you respect and that you can learn to trust. You don't want to feel like it's fundamentally and adversarial kind of relationship. And so I encourage people to be choosy. It's actually, for entrepreneurs it's a good market to be choosy because there's too much money chased in too few good opportunities. So if you have a good opportunity, I mean if you are a good opportunity, you can be selective about who you work with around investors.