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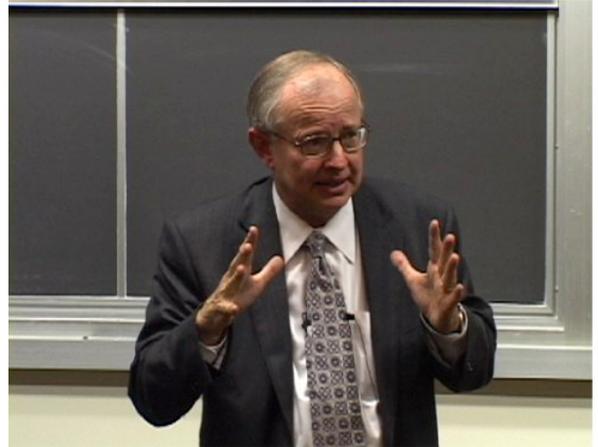
### The Offerings of a Commercial Bank

Ken Wilcox, *Silicon Valley Bank Financial Group*

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Video URL: <http://ecorner.stanford.edu/videos/1970/The-Offerings-of-a-Commercial-Bank>

In addition to a suite of banking products, a financial institution for a growing business offers numerous other services, says Silicon Valley Bank CEO Ken Wilcox. Way beyond simple checking and savings, a great commercial bank can offer a network of resources, such as advice on the logistics of company formation. And far beyond money management, the bank offers a powerful Rolodex of indispensable capital resources, a slew of service providers, and connections for investing in foreign markets.



#### Transcript

If you were starting a company, first of all, you need a number of different service providers because there are all sorts of things that other people can do more effectively for you than you can do. This is like Maslow's hierarchy of needs, sort of, except in the world of venture-backed companies or you want to work your way up the triangle. You want to be engaged in the highest order activity and you want to leave things to others that are not unique to your own area of expertise. And so, first of all, we can find any service provider for you that you are looking for. We can help introduce you to anybody that you're going to need. You're going to need an attorney, obviously. You're going to need bookkeeping assistance initially and accounting assistance eventually. You're going to need a method of payment because you're going to have to pay your employees, plus eventually you're going to have to pay vendors. At some point, if you're serious about growing a company of any size, you're going to need capital. And capital has two forms - equity capital and debt capital.

The difference between the two, of course, is that equity capital is capital is like gambling and they're giving it to you on a gamble and you don't have to pay it back, although they'd like it. And debt capital is like renting. That's what we do primarily. We lend your money, but we expect to get it back in good condition eventually. And that's the difference, but we can help you with both types of capital. Capitals necessary to growing your company. And those would be the initial things that you would be looking for from somebody like us, that along with any and all advice.