



Stanford eCorner

Investing in the Mission

Joshua Reeves, *Gusto*

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Video URL: <http://ecorner.stanford.edu/videos/3483/Investing-in-the-Mission>

ZenPayroll Co-Founder and CEO Joshua Reeves describes how those who invest in a startup are not just financial backers, but members of the venture's community, who will be ambassadors of the business and represent it to the world. The goal is to have investors who believe in the business's mission, Reeves says.



Transcript