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Amy Chang, whose startup uses artificial intelligence to help professionals manage business relationships, says entrepreneurs should give serious thought to who they pick to sit on their board of directors. Board members typically serve for seven to 10 years, so it's important to know if they can weather the ups and downs of a startup, says Chang, founder and CEO of Accompany.



## Transcript

Choose your Board Members carefully because it is a seven to ten year relationship.. It is a long term relationship.. So it's not just the money they bring but: Is this the person you want in the boat when the stuff hits the fan? Is this the person you want to be seeing every month to two months across the table for seven to ten years? Do you like this person enough to do that? I think the weekend before taking the term sheets for our seed round, I actually called 26 CEO's because I wanted to understand: What did it look like when you failed with this investor? What did their face look like then, when things were not going well? Did they stay with you in the boat? Did they abandon you? Did it get ugly? How did it look? And I think that talking to founders who have failed with that investor will tell you far more than almost anything will about them.. So when you pick this person, pick carefully because they are with you for a long time.. And having a fair-weather friend in that position is not a nice place to be, so having somebody who has the experience and has the gumption to stay with you when, as you go through all the ups and all the downs is pretty important, so choose carefully and do your homework before you choose someone...