

URL: [https://ecorner.stanford.edu/?post\\_type=snippet&p=63408](https://ecorner.stanford.edu/?post_type=snippet&p=63408)

One Concern CTO and co-founder Nicole Hu describes how the founders vetted potential investors, asking where they saw the company in 5 years and how they would respond if the company lost traction in certain markets. She encourages innovators to make sure their investors are fully in sync with the company's mission before accepting an investment.



## Transcript

- Now say we got somebody on the board who told us that this is a way you could get more dollars.. But you had to give up your mission of saving lives in any sense.. That's a complete no go for us as well.. And so we wanted to make sure that there is complete mission alignment with our investors.. And we took a lot of time with the potential investors.. Asking them, where do you see One Concern in five years? What would you do if you're not seeing dollar traction in this particular markets? Really just understanding how they would react to this and are they really aligned to our larger mission of saving lives.. And so we were pretty lucky getting the right board members on board and I do think that is something you should always insist on, getting to know your board members, and understanding that we are all all in sync on what our mission is...