

URL: <https://ecorner.stanford.edu/videos/what-to-say-in-a-pitch-to-vcs/>

Raising VC funds is a circular process of presenting a plan, receiving criticism, refining the plan and then presenting it again. In general, VCs look to invest in a venture that addresses a large market (is there a large pay-off for them?), is defensible (can you fend off competition?), and customers are eager to buy it (a strong customer reference holds weight).



## Transcript

English subtitles are not available for this media..