

URL: <https://ecorner.stanford.edu/clips/vision-not-technology/>

Cruz Foam co-founder and CEO John Felts observes that, in his experience, investors want to hear a pitch that emphasizes a company's vision and potential impact, not the nuances of its technology.

### Transcript

- Nobody cares about your technology.. 00:00:07,083 That sounds really harsh, but it's probably the best advice I got.. Because really, when you start understanding that, they wanna understand, it's at the beginning and it's also where I am now.. They care a little bit more about the technology, 'cause obviously, there's the commercialization and whatnot.. But most of these guys in raising capital, they're businessmen, they wanna make money.. And so, to understand that, they need to understand at the very early days what your mission is, your vision, your story, and how that's realized into a global, really impactful, large business, having huge revenue naturally.. You always kinda paint this ridiculous picture at the beginning.. But I think it's really taking the viewpoint of telling your story more through the lens of the impact, the scale, the business, really how it becomes this entity of capturing high value and not so much about your nuanced, really cool, specific technology that two people in the world understand what you're talking about...