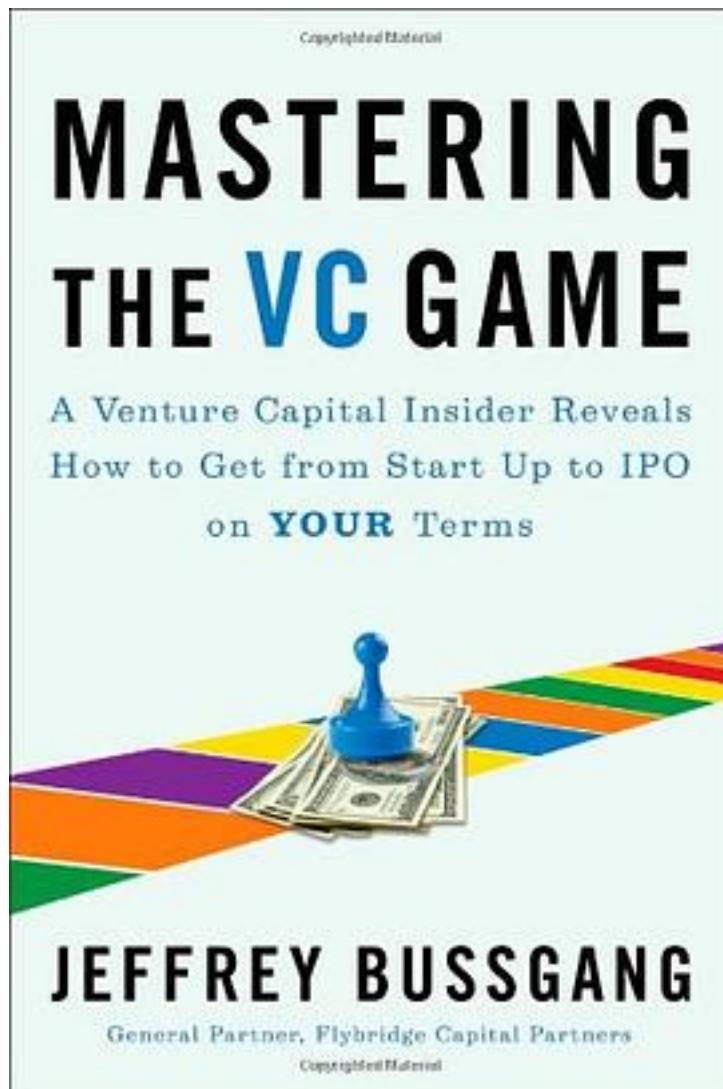


Mastering the VC Game



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Entrepreneurs who dream of building the next Amazon, Facebook, or Google have the opportunity to take advantage of one of the most powerful economic engines the world has ever known: venture capital. To do that, you need to woo, impress, and persuade venture capitalists to back your endeavor. That task alone is a challenge. But finding and choosing the right investor can be harder still. Even if you manage to get backing, you want your VC to be a partner, not some dictator who will undermine your vision and take control of your life's work.

Jeffrey Bussgang is one of a very few people who have played on both sides of this high-stakes game. By his early thirties, he had helped build two successful start-ups—one went public, the other was acquired. Now he uses his experience and unique perspective on "the other side" as a venture capitalist helping entrepreneurs bring their dreams to fruition.

In the book, Bussgang offers high-level insights, colorful stories, and practical advice gathered from his own experience as well as from interviews with dozens of the most successful players on both sides of the game, including Twitter's Jack Dorsey and LinkedIn's Reid Hoffman. He reveals how to get noticed, perfect a pitch, and negotiate a partnership that works for everyone.

An insider's guide to the secrets of the world venture capital, *Mastering the VC Game* will prove invaluable for entrepreneurs seeking capital and successful partnerships. To learn more, visit JeffBussgang.com. (edited by author)

作者介绍:

Jeffrey Bussgang is a General Partner at Flybridge Capital Partners, an early stage venture capital firm with more than \$500 million under management. Prior to becoming a venture capitalist, he was a successful serial entrepreneur for ten years and the co-founder of Upromise. He also serves as an Entrepreneur in Residence at Harvard Business School, where he earned an MBA with highest distinction. Bussgang writes a popular blog, www.SeeingBothSides.com and lives in the Boston area with his wife and three children. The book website can be viewed at www.JeffBussgang.com.

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标签

创业

投资

金融

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VC

Entrepreneurship

风投

营销

评论

在美国，90%的VC都是从企业家转型成VC得。在中国就不一定了。

企业家应该针对性地了解基金的大小、阶段、规模、地域、行业背景和人脉、投资组合、时间点、投后支持。而投资人看重企业的市场规模、商业前景、技术壁垒、团队组合，以及，放它们一段时间再看看。做好你对市场、对企业、对产品的尽职调查。对企业和投资人来说，不需要刻意规避或者掩盖风险。投资者应该永远服务于企业家。决定投前估值是一门艺术。第五章谈每个创业公司都是一场肥皂剧好搞笑啊！必须要开放地听取意见，与人合作，毕竟大家都希望公司能活下去。永远需要想好退出策略。Chris

quick notes about nature of VC circle (close and apprentice), typical career tracks/roles, revenue/salary/carry interest & what they bring to the table (consult, connect, finance)

I hope I had read this book last year; it would have saved me months

A great intro to how VC work together with entrepreneurs. Got a good overview of VC's work flow. What makes this book super precious is that the author gave the viewpoints from both an entrepreneur AND a VC.

书中介绍了VC工作人员的背景和工作状态。印象比较深刻的就是新兴企业的三个stages : jungle, dirt road和highway还有就是美国entrepreneur的共性：有一点点singular minded。这本书对于想创业的读者也是不错的选择，介绍了VC的看人特点：strong networking, good background, singular minded。

Amazing book if you want to know VC

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书评

终于读完了这本“创业必读书”，如果你正在创业，或打算创业，并且想通过VC让你的项目快速起飞，那这本书还是配得上“必读”这两字的，对我来说，最有用的是第2和第3章，这也是全书篇幅最多的两个章节，第二章讲VC的运作机制，第三章讲如何向VC展示你的项目，我目前正处在这个...

Overall Evaluation A very good introductory book to VC industry. After this you'll have a basic understanding of the VC world: 1. Great knowledge structure. Covers the whole flow of how VC plays the game together with entrepreneurs: how the startup finds a ...

The book covers how people become VCs, what they do and how they make decisions. It's quite a practical guidebook for entrepreneurs. Being complete without too much redundant information is really what I appreciate most of this book. I'll highlight a few...

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