KAUFFMAN
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Impact Guide

Financing Your Venture: Venture Capital

"When I became a VC, I wanted to provide a lot of those lessons, the lessons I had learned as a startup entrepreneur, to new entrepreneurs and help them avoid the mistakes I made. And there were many."
– Jeff Bussgang

FINDING AND APPROACHING A VC:

Venture capital firms typically segment across three dimensions—sector, stage and size. Match with venture firms that know your industry, invest in your stage of business and can invest at the level you are seeking.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?

Questions for you, the entrepreneur

1. Which VC firms invest in companies similar to my stage of business? Are they geographically close or far away?

2. Does the VC firm I'd like to obtain investment from have any background or experience in my company's industry?

3. How big should the fund be of a potential VC firm I'm looking at?

4. What connections do I have that could link me to a potential venture capitalist that would make a good investor?

Questions for the team

1. What connections do I have that could connect the company to a potential venture capitalist?

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Additional Resources from www.KauffmanFoundersSchool.org

Readings	Founder Genius
Notes:	Notes:
Other Related	**Tools**
Notes:	Notes: