



Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms

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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.

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From Reader Review Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms for online ebook

Nancy says

I was hoping to learn something here and I found it interesting. Apparently if you didn't go to MIT, Stanford, or Harvard you are screwed. (Unless you're super passionate, connected, and killer innovative/smart/creative).

Lauren F. says

This was an excellent overview of how a VC fits in to your startup with good insight into the deal from the perspective of the VC.

Kumar Ishan says

A book you must read before even thinking to raise capital

The book starts with the importance of an **entrepreneurial itch** and walks through pitching successfully and then talks about the relation of an entrepreneur and VCs. Jeffrey lays out an exciting but tough journey an entrepreneur has to take. And how he can build a fruitful relation with VC by understanding them. There are many insights from successful entrepreneurs like LinkedIn's founder Reid Hoffman and Venture Capitalists alike....

This book's advice will keep influencing my thoughts when I venture upon my journey.

Md. Al-Beruni says

Gives a basic understanding of the VC structure and step by step description of funding startups. The book is designed for general people, lacking technical details. A concise, easy to read and articulated write up backed by real life experience of a VC practitioner.

Jon says

Good:

Solid intro to the VC industry.

Backed by personal experience.

Bad:

Not technical at all, doesn't go into "why" or "how", only "what".

The industry is now much more diverse (accelerators, corporate venture, etc.) and the book doesn't go into them.

Ugly:

Comes off as self promotional, not objective.

Kriszi says

Well summarized basic info.

Dal says

Excellent book if you are fascinated with the venture capital business

Jeff does an excellent job of explaining in concise detail with many personal anecdotes his experience in the venture capital business. I would highly recommend this book to anyone who is interested in this world.

Effie Edusei says

Fab!

Joe Richardson says

Some important info in here. I can't say that about every book

Peter B. says

Great book. Easy and entertaining read. Insider's perspective. Hard to get this type of info. Thanks for writing it. Live well

Meili says

Easy to read. Has good insights. To get the most out of this book and be able to grasp lessons learned, one should already understand basic concepts and mechanics of venture capital fund raising.

Terence says

Excellent book from someone who has been both an entrepreneur and a VC.

I'd highly recommend this as a must read for any entrepreneur

Brian says

Compared to some of the other VC books I have read, this is heavier on the war stories and lighter on the details. The underlying principle are there, but I'd see this more as a lighter introduction to many of the issues rather than a detailed discussion.

João Magalhães says

Interesting book to learn about the VC industry basic concepts. Contains a lot of anecdotes. I wouldn't recommend if you want greater detail about the subject matter.

Manas Saloi says

Good intro to VC. Lots of stories and profiles of folks in the industry. It is not as technically detailed as Brad Feld's book though which covers most of the legal aspects as well as financial aspects.
