

URL: <https://stvp.stanford.edu/clips/approaching-investors-with-confidence>

Meirav Oren, CEO and co-founder of Versatile, observes that many founders tell potential investors they need their money in order to build their companies. Her approach, on the other hand, is to stick to the conviction that you will build no matter what and encourage investors to join in.



## Transcript

- I think so many founders have the approach 00:00:04,620 of please give me money.. I really want my dream to happen and I wanna partner with you and I need your money and I'll then build it.. And my approach has always been and I realized that later on and it's just in a natural way.. I never really gave it any thought, but my approach would be I'm building this incredible thing and I'm gonna build it with or without you.. Your response has nothing to do with it and I'm offering this amazing opportunity.. Take it, leave it, it's really your loss if you didn't take it and I will build.. I will build with or without co-founders, I will build with or without investors, I will build with or without a team.. Don't build without a team, by the way.. It's just really hard.. But that conviction that you know what you're doing, that you're going to build it, knowing that things will change and it's not exactly going to be what you believed it would be..

I think I said I'm gonna start in New York.. We never, we're not even in New York today.. There's many things that have changed along the way, but I think I always had that confidence that I am building it.. And that's how I approached investors, even if it was just for, what does it take to get your money when the time is right?..