

URL: <https://stvp.stanford.edu/clips/choosing-investors>

Nathan Kondamuri, co-founder and co-CEO of Pair Eyewear, shares how he and Sophia Edelstein look for investors who trust them, support their vision, and add value.



## Transcript

- How do you choose investors? 00:00:05,220 - It's a great question, Emily.. 00:00:07,830 Ad it's actually not, you know, from a culture standpoint, not so dissimilar to how we would choose and hire talent.. But I think for us, you know, we really look for, you know, first and foremost, folks that align with our value set, and believe in our mission and vision for the company.. And believe in, you know, Sophia and I as founders to really lead and have trust in us to lead and execute on the vision that we set for the company.. And I think we've been really fortunate to find a handful of investors that have been extremely supportive and in our vision and really helpful as well.. So we think a lot about, you know, how will these investors add value? How will they be able to help Pair? And, you know, the way in which investors help will be different in each round.. So when we were looking for earlier stage investors, the ways in which we were looking for help are very different in the ways in which we're looking for help today.. But I think for us, it all really came down to who are people that can really help Pair, that believe in Pair, and believe in us to execute on our vision.. And coincidentally enough, you know, some of our main lead investors from our rounds are all Stanford grads.. We didn't choose it that way, but it serendipitously happened..

Our first major institutional investor was a man named Charles Hudson from the Bay Area.. Actually teaches a Stanford class as well.. And we've had many more since.. So it's been a great journey to have, you know, really supportive investors that can also provide a lot of experience, a wealth of knowledge from past experiences in companies to help guide, you know, us and Pair in the right direction...