

URL: <https://stvp.stanford.edu/blog/videos/how-fenwick-west-llp-choose-their-clients>

Fenwick & West selects clients based on interviews, but also recognizes that a wide range of people can be successful. If a client is intriguing and seems to have promise, F&W help to set them up with venture capitalists. If the project gets funded, F&W invest a number of months' work into the company and they go along for the ride.



Transcript

We make go and no-go decisions based on an interview of new clients but we learned a long time ago that two guys named Steve with beards and sandals could be very successful, so we tend to be over-inclusive.. It's very hard for us to know who's going to be successful and who's not so if the idea intrigues us, if the people seem to have integrity, what we do is we tend to hook them up with a venture capitalist and see if it's an idea that can get funded.. And if it can get funded then we're along for the ride and we'll invest in a month, two months, six months.. I once worked with a company 18 months before it got funded and something that looks like it's an important problem, looks like a very capable team and people that would be fun to work with, we're very eager to work with anybody...