

URL: <https://stvp.stanford.edu/blog/videos/offer-investors-a-hook-and-a-reel>

When pitching the VC community, create an accessible metaphor for what your biotech company does, and pair it with a slick visual aids to further demonstrate the point. Cytokinetics Co-founder and Chairman of the Board James Sabry offers biotech entrepreneurs tips and tools on how to speak to venture capitalists with success. He emphasizes that it's very important to have a hook and a clear explanation for the non-scientific. Don't try to impress potential investors with how bright you are. Your mission to bring them onboard will be better served by making them feel bright instead.



## Transcript

English subtitles are not available for this media..