

URL: <https://stvp.stanford.edu/blog/videos/sell-the-business-not-the-science>

Don't pitch investors with just the science of your ideas, states James Sabry, Co-founder and Chairman of Cytokinetics. Convince potential backers that what you're offering is unique, that you're the only organization who can deliver, and, most importantly, that the return on their investment will merit their resources. Believe that your intellectual capital surpasses any of your competitors, and sell your investor a platform of ideas and cutting edge knowledge. Sell big-picture potential, and don't hang your pitch on just a one-off drug or idea.



## Transcript

English subtitles are not available for this media..