

URL: <https://stvp.stanford.edu/blog/videos/the-best-money-comes-from-customers>

William Sahlman, professor at Harvard Business School, argues that revenue generating business models are the best source of funding and that entrepreneurs should focus on generating income from customers rather than on raising VC funding.



Transcript

The best money comes from customers, not venture capitalists.. And to the extent you can get your customers to pay you early, it's an indication that you have that product that is compelling to them, that adds value to your customers.. And so I encourage everyone to think hard, not about the process of raising money, but about the process of acquiring customers and getting them to provide your capital...