

URL: <https://stvp.stanford.edu/blog/videos/what-to-say-in-a-pitch-to-vcs>

Raising VC funds is a circular process of presenting a plan, receiving criticism, refining the plan and then presenting it again. In general, VCs look to invest in a venture that addresses a large market (is there a large pay-off for them?), is defensible (can you fend off competition?), and customers are eager to buy it (a strong customer reference holds weight).



Transcript

English subtitles are not available for this media..