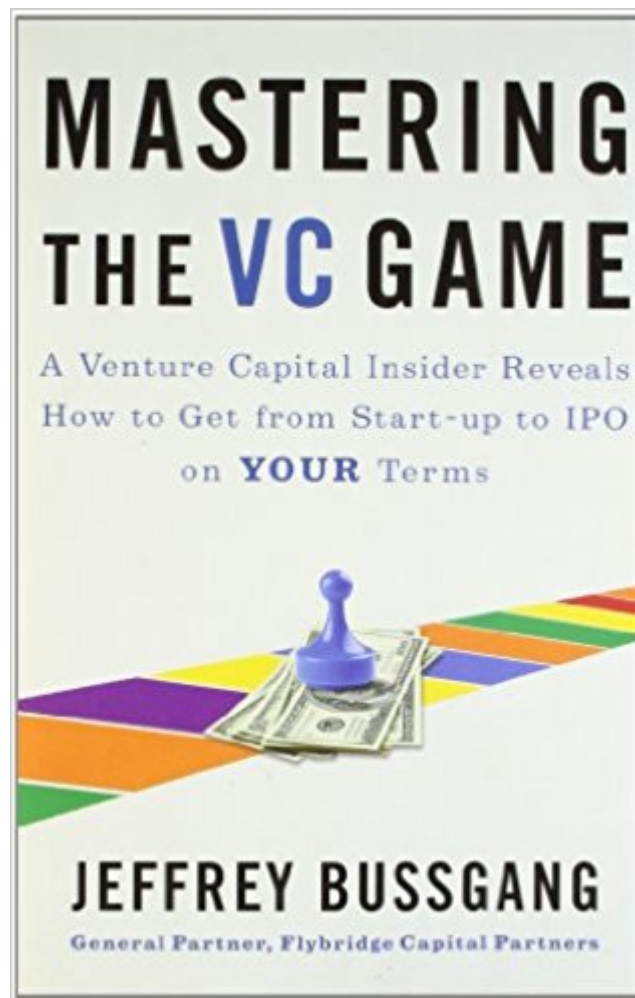


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# Mastering The VC Game: A Venture Capital Insider Reveals How To Get From Start-up To IPO On Your Terms



## Synopsis

"Read this book right now so you can look your potential VC in the eye with confidence." -David Meerman Scott, author of *The New Rules of Marketing & PR* Finding the right venture capitalist to back your start-up is a challenge. Even if you manage to get backing, you want your VC to be a partner, not some dictator who will undermine your vision and take control of your life's work. Jeffrey Bussgang is one of a very few people who have played on both sides of this high-stakes game. Now he draws on his unique perspective to offer high-level insights, colorful stories, and practical advice gathered from his own experience as well as from interviews with dozens of the most successful entrepreneurs and VCs. He reveals how to get noticed, perfect a pitch, and negotiate a partnership that works for everyone.

## Book Information

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## Customer Reviews

"Finding the right VC for you and your company can be a challenging task. Bussgang's recounting of his experience gives a unique perspective on the VC world and is a compelling read for entrepreneurs." -Tony Hsieh, CEO, Zappos.com "Mastering the VC Game is part how to and part war story. It is the best kind of book: a fun and educational read." -Fred Wilson, managing partner, Union Square Ventures "A 360-degree perspective on the venture capitalist-entrepreneur virtuous cycle. Read this to understand what it takes to be a catalyst to the best economic driver the world has ever known." -Tim Draper, managing director, Draper Fisher Jurvetson "Jeffrey Bussgang offers practical advice about raising venture capital from the right people at the right time for the

right project. The book is insightful for entrepreneurs and venture capitalists alike." -William A. Sahlman, professor, Harvard Business School and coauthor, *New Business Ventures* and the *Entrepreneur* "This book is excellent. It is not only a great read (I couldn't put it down) but also extremely informative on the process and the whole larger system in which VCs and entrepreneurs operate." -William Aulet, managing director, MIT Entrepreneurship Center "Bussgang's compelling book provides endless insights into the global world of venture capital. The discussions about China are particularly noteworthy. It is very valuable reading for entrepreneurs who aspire to scale their business into long-term leading enterprises." -Jim Breyer, Managing Partner, Accel Partners "Jeff Bussgang has written the definitive book on how venture capital works. I've read a lot of books on this subject, was an entrepreneur for 10 years and have been a VC for 15 years. Jeff's book is by far the best to date on this subject." -Brad Feld, Managing Partner, Foundry Group "There are tons of books to help entrepreneurs understand things like accounting, marketing, and sales. But until now you were left to fend for yourself to grasp the insider game of venture capital funding. Read this book right now so you can look your potential VC in the eye with confidence." -David Meerman Scott, bestselling author of *The New Rules of Marketing & PR*

I wrote this book to demystify the VC world for entrepreneurs, having seen both sides over many years. I hope the book will help entrepreneurs level the playing field when pursuing VC capital so that they can secure the necessary resources to achieve their vision.Â Â In the book, I reveal industry insights drawn from my experience as a practicing VC.Â Â I also include the perspectives of some of the leading entrepreneurs and VCs in the industry, who were kind enough to divulge their own secrets about their approach to the business. I wrote the book not only to share this knowledge, but also because I strongly believe in the importance of the venture-backed start-up to our economy and our society as a whole. Over the next decade, hundreds of billions of dollars will be invested in new or young companies and it is critical that this capital be invested wisely.Â Â Mastering the VC Game will help entrepreneurs be more effective in financing and launching start-ups and in creating companies that benefit us all, while also providing insight into the critical role these enterprises play in the global economy. I wrote this book to promote entrepreneurship, not make money. Therefore, I have chosen to donate a portion of my proceeds to Endeavor, a non-profit dedicated to transforming emerging market economies through entrepreneurship.Â Â Founder/CEO Linda Rottenberg was a college classmate of mine with whom I did volunteer work in Boston's inner city schools and I have always admired her passion for helping others help themselves.Â Â Endeavor entrepreneurs have created over 38,000 jobs throughout the world.Â Â

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"Mastering the VC Game" is a must-read for any entrepreneur looking to start an Innovation-Driven Enterprise (IDE). Jeff Busgang does an excellent job of providing a glimpse behind the curtain for how Venture Capitalists think and act. Because Jeff is both an entrepreneur and a VC, he is able to provide practical and actionable advice for entrepreneurs looking to get VC funding. My favorite thing about this book is how Jeff provides real-life anecdotes, from successful entrepreneurs and VCs, in order to make the information approachable and engaging. If you're looking for a theoretical book about Venture Capitalists, this is not your book. Instead, "Mastering the VC Game" will get you thinking about how you would have acted if you were the protagonist. More than once you'll find yourself thinking "What would I do in that scenario?" Another benefit of this book is the fact that Jeff references different firms and VCs by name. He tells you which firms are known for what types of investments, and what makes a particular partner tick. For any budding entrepreneur, this is a gold mine. From Chapter 1, "The Entrepreneurial Itch" to Chapter 6 "Cashing Out", the book flows in a manner that should get any entrepreneur thinking about the stages of their own startup journey. For this reason, "Mastering the VC Game" is more of a workbook than just another business book. I'll be keeping it in the top drawer of my desk when I go to launch my startup.

What a fascinating read! Jeff's book goes straight into the essence of what it takes to be an entrepreneur and VC investor in today's fast-paced and competitive market. The book is filled with candid stories and insights regarding the entrepreneurial and investment journey you probably wouldn't get anywhere else, and Jeff's narrative is just the rare balance between thoughtfulness and ruthlessness, clarity and sophistication. I specifically enjoyed learning about the mentors (many big names in the VC industry) featured in the book, and the added perspective on diversity and global opportunities. The blog roll at the back should be bookmarked as well! The advice is extremely practical and relevant to anyone who's thinking about building their own business or potentially investing in startups in the future. Highly recommend and time super well spent!

For many entrepreneurs, a venture capitalist is almost a mystical figure with God's power controlling the fate of the entrepreneur and her business. Jeffrey Busgang, a General Partner at Boston VC

firm Flybridge Capital Partners is a venture capitalist as well as a successful entrepreneur. He knows "both sides" of the entrepreneur - VC equation and deeply understands its internal mechanisms. This is not the first book I read on this subject but this is definitely the most revealing book. I believe this was a noble mission - to tell entrepreneurs the truth, to demystify the process of interaction with VCs and ultimately help entrepreneurs to finance their endeavor. I especially appreciate the candor of the book, the integrity of the author. If you are an entrepreneur or a business school student, don't hesitate - buy the book immediately and read it attentively. Highly recommended! Michael Rachkovsky

This book offers valuable insights for anyone interested in the venture capital process, entrepreneurs and VCs alike. If you'd like to better understand how VCs think, this is definitely the book to read. There are great anecdotes interspersed throughout, which makes it a fun and quick read--I read the whole book in a part of one day. Bussgang shares his in-depth knowledge through stories of successful entrepreneurs such as the founder of Twitter, Jack Dorsey; founder of LinkedIn, Reid Hoffman; and founder of Constant Contact, Gail Goodman, one which I personally found inspiring. What I appreciate most about the book is the great advice and wisdom that Bussgang offers, not just from his personal experiences, but also from those of his colleagues and mentors. By openly exploring the VC process through captivating accounts of entrepreneurs and VCs, Bussgang shows that finding the right VC-Entrepreneur partnership is not only essential, but can also feel like a match made in heaven. If that's the kind of partnership you're interested in making now or ever, this is definitely the book to read. Mastering the VC Game really is the only book of its kind.

Jeff does an excellent job of explaining in concise detail with many personal anecdotes his experience in the venture capital business. I would highly recommend this book to anyone who is interested in this world.

Great, detailed view of the way the VC world works. This is an incredibly valuable tool for entrepreneurs, and an interesting read for anyone. Jeff is a very thoughtful, honest guy - and this comes through in his book. I particularly liked the way he decomposed the financials of the VC world - there is no reason it has to be so opaque and Jeff made it clear and transparent. Understanding the objectives of the VCs is a critical part of negotiating a deal with them.

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