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Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms

By Jeffrey Bussgang



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"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.



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Editorial Review

Review

"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*

From the Author

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. In the book, I reveal industry insights drawn from my experience as a practicing VC. 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. 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. 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. Endeavor entrepreneurs have created over 38,000 jobs throughout the world. To learn more visit endeavor.org.

About the Author

Jeffrey Bussgang, a successful serial entrepreneur for ten years, is now a general partner at Flybridge Capital Partners. Before becoming a venture capitalist, he was the cofounder of Upromise, the largest private source of college funding contributions in the U.S. He lives in Boston with his wife and three children.

Users Review

From reader reviews:

Steven Campbell:

This book untitled Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms to be one of several books this best seller in this year, here is because when you read this reserve you can get a lot of benefit onto it. You will easily to buy this book in the book retail outlet or you can order it by using online. The publisher with this book sells the e-book too. It makes you quicker to read this book, because you can read this book in your Cell phone. So there is no reason to your account to past this publication from your list.

Donald Perkins:

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Sophia Morrison:

People live in this new day time of lifestyle always try and and must have the free time or they will get lots of stress from both everyday life and work. So , when we ask do people have extra time, we will say absolutely indeed. People is human not really a huge robot. Then we request again, what kind of activity are you experiencing when the spare time coming to anyone of course your answer will unlimited right. Then do you try this one, reading ebooks. It can be your alternative within spending your spare time, the book you have read is actually Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms.

Thomas Taylor:

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