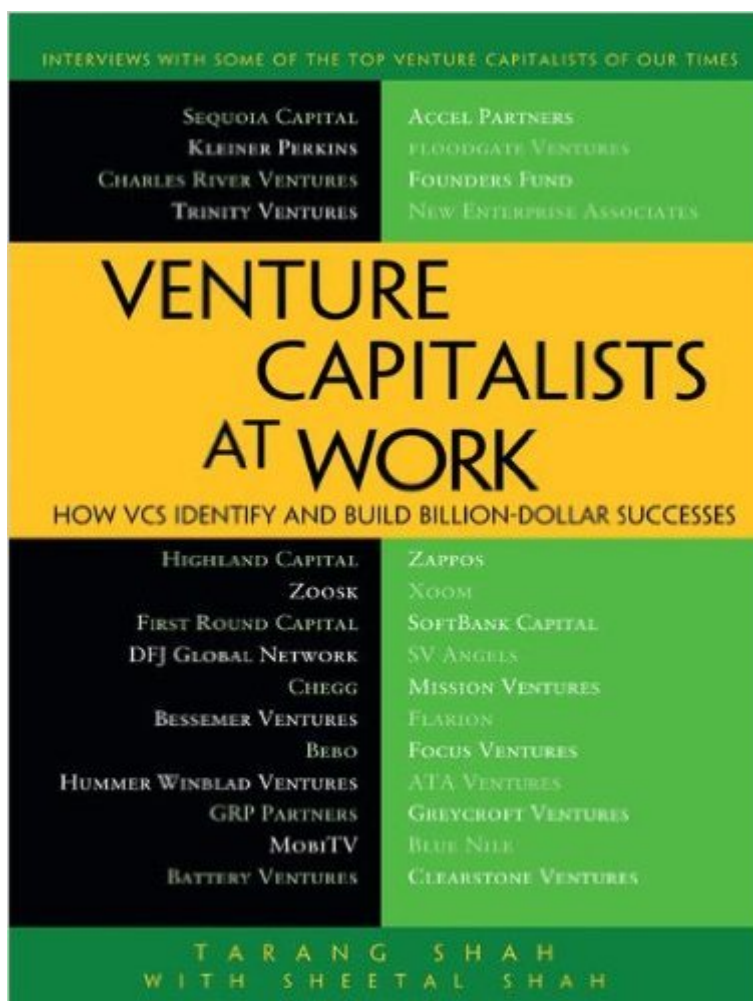


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# Venture Capitalists At Work: How VCs Identify And Build Billion-Dollar Successes



## Synopsis

"This is probably the single most valuable resource for the entrepreneurs aspiring to build successful companies" — Ron Conway, Special Adviser, SV Angel, and investor in Facebook, Google, Twitter, Foursquare, PayPal, Zappos "I highly recommend Venture Capitalists at Work. This book captures the personalities and approaches of a number of leading VC practitioners and displays the heart and soul of the venture capital process, by offering an exclusive window into the voice of the practitioners." — Gus Tai, Trinity Ventures "Venture Capitalists at Work is a foundational pillar in an entrepreneur's understanding and resources. This is a first in terms of the level of detail, quality of discussion, and value to the entrepreneur." — George Zachary, Charles River Ventures and Investor in Twitter Venture Capitalists at Work: How VCs Identify and Build Billion-Dollar Successes offers unparalleled insights into the funding and management of companies like YouTube, Zappos, Twitter, Starent, Facebook, and Groupon. The venture capitalists profiled among the best in the business also reveal how they identify promising markets, products, and entrepreneurs. Author Tarang Shah, a venture capital professional himself, interviews rising VC stars, Internet and software investment pioneers, and venture investment thought leaders. You'll learn firsthand what criteria venture capitalists use to make investments, how they structure deals, the many ways they help the companies they fund, avoidable mistakes they see all too often, the role of luck in a success, and why so many startups fail. Venture Capitalists at Work also contains interviews with those on the receiving end of venture money — entrepreneurs in high-profile startups that went on to achieve great success. Whether you're an entrepreneur, an aspiring VC, an M&A professional, or an ambitious student, the knowledge you will gain from Venture Capitalists at Work could provide a significant shortcut to success. Other books in the Apress At Work Series: Coders at Work, Seibel, 978-1-4302-1948-4 CIOs at Work, Yourdon, 978-1-4302-3554-5 CTOs at Work, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 Founders at Work, Livingston, 978-1-4302-1078-8 European Founders at Work, Santos, 978-1-4302-3906-2 Women Leaders at Work, Ghaffari, 978-1-4302-3729-7 Advertisers at Work, Tuten, 978-1-4302-3828-7 Gamers at Work, Ramsay. 978-1-4302-3351-0

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## Customer Reviews

From the reviews: "Book contains a series of structured interviews with 35 well-known venture capitalists asking each venture capitalist similar questions about what attracts them to a potential venture. A revealing account of how venture capitalists think. A really compelling work from the investor's perspective. Summing Up: Highly recommended. Upper-division undergraduate students through professionals. (J. J. Janney, Choice, Vol. 49 (10), June, 2012)

Tarang Shah is a venture capital professional. At SoftBank Capital, a venture capital fund, he helped with startup investments totaling \$50 million. He has reviewed 1000+ startups and served as a board member and CEO advisor for over a dozen startups. Tarang is currently a technology innovation executive for one of the largest financial institutions in the US, where he has built and leads a startup risk assessment practice based on his venture model.

There are several things that make this an outstanding book - and certainly well suited for an audience far larger than just those entrepreneurs trying to figure out how to best work with VC. Fundamentally, this is an extremely revealing book on how one ought to do business, regardless of position or business domain. Although the arena is staged at the very heart of the venture capital world, the lessons apply universally. The importance of integrity, honest analyses of the situation, recognizing and responding to the need for change, building leading teams, innovating, inspiring - these are great buzzwords, but the beauty of this book is that it gives these buzzwords real life through true examples on one of the most vibrant stages of the business world. Another strength is that the book is extremely easy to digest. Focused, seemingly "real-time" interviews that pull you

right into the heart of the conversation, as if you were there. It is also an easy book to put down, because each interview with a leading venture capitalist or entrepreneur is relatively short. I found I could pick the book up between appointments, digest a quick chapter (which pretty much always left me fired up for whatever it was that I was about to do next), and set it down without losing sleep (literally and figuratively). In the weeks since I began reading this, I've written the name of this book and its author down on half a dozen white boards and suggested everyone in the room go pick up a copy - and suggest you do the same. Great work.

Venture Capitalists at Work is a great resource for entrepreneurs who are raising, or thinking about raising, venture capital for their startup. While I am still reading the book, I have already been impressed by a number of aspects of it, including: 1) The caliber and diversity of VC partners that the author has been able to tap into for his interviews. 2) The no-nonsense, straight-to-the-point approach of his interviewing format, yielding very informationally rich responses. 3) The honesty and directness of his interviewing subjects (even when talking about their failures), who seem eager to provide their candid responses. I am a serial entrepreneur with three startups under my belt and have spoken to over 100 VC partners over the last 15 years, either while pitching, or at social occasions and gatherings. Despite that, I still found the interviews interesting and informative. I would highly recommend this book to anyone who is interested in getting an inside look into the world of venture capital and its main players. If you are interested in raising venture capital money, it will be of great help to know how some of the top VCs in the country think.

I just finished reading this book and thought it was outstanding. I've read many books on the topic and this is definitely one of the best. The level of access to current venture capital investors and founders interviewed for this book was impressive and the information presented provided incredibly valuable insights into the world of VC Investing and what it takes to succeed in developing the "next big thing". In my opinion, the repetitive nature of the questions and how the answers were presented was very useful. I would recommend taking some notes as you read the interviews and while many of the answers given are very diverse you will also see important underlying themes emerge. Overall, I thought the book was well written and I highly recommend reading it.

This is a book that is illuminatingly insightful and fits together brilliantly. It should come as no surprise if you are compelled to applaud while reading. The curtain has been pulled back in order for entrepreneurs and innovative business leaders around the globe to observe the clarity of thought

and empirical observation skills that venture capitalists utilize to help build game-changing businesses. This collection of interviews serves as a guided tour, written in a simple style, which teaches lessons on how to approach generating tremendous value for new market opportunities, as well as disrupting established markets in need of cutting edge solutions. And furthermore, elaborates on how to execute these advances in such a way that rapid progress occurs in a remarkably short period of time, with a dramatic buzzsaw effect on large complacent companies. Fasten your seat belts, for you are about to embark on a journey into a world of revolutionaries, imaginative discoveries, and boundless possibilities. And during this tour, you will experience mind-expanding views and razor-sharp perspectives of: Venture Capitalists at Work!

Tarang Shah has created an amazing first-hand resource for technology entrepreneurs that addresses three critical questions: 1. Why do most start-ups fail, and what you can learn from these failures? 2. Why do few start-ups succeed, and what is their secret sauce? 3. What do start-ups need to get funded, and what are VCs looking for in start-ups? Rather than present anecdotal study or sharing grapevine stories, Tarang went straight to the source: interviewing best venture capitalists that evaluate, fund and mentor these start-ups (many of whom have been entrepreneurs themselves), and founders of today's hot technology start-ups who are leading in a highly competitive marketplace. This is what sets this book apart. It is real information presented in an easy to comprehend question - answer interview format. I recommend this book for every technology entrepreneur and investor looking to build or fund a successful start-up. It is a must read for entrepreneurs and investors alike.

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