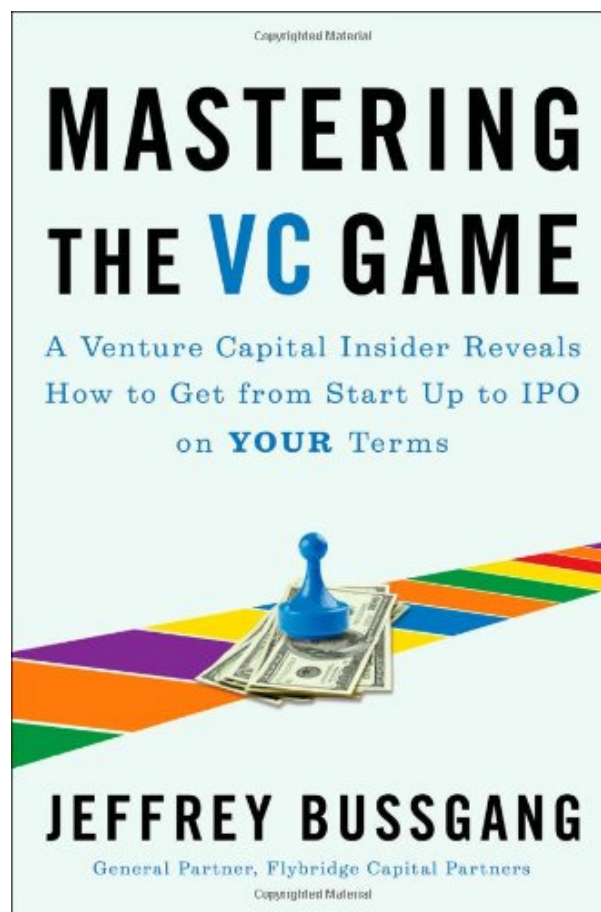


**MASTERING THE VC GAME: A VENTURE
CAPITAL INSIDER REVEALS HOW TO GET
FROM START-UP TO IPO ON YOUR TERMS
BY JEFFREY BUSSGANG**



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JEFFREY BUSSGANG

General Partner, Flybridge Capital Partners

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Entrepreneurs who dream of building the next Amazon, Facebook, or Google have the opportunity to take advantage of one of the most powerful economic engines the world has ever known: venture capital. To do that, you need to woo, impress, and persuade venture capitalists to back your endeavor. That task alone is a challenge. But finding and choosing the right investor can be harder still. 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. By his early thirties, he had helped build two successful start-ups-one went public, the other was acquired. Now he uses his experience and unique perspective on "the other side" as a venture capitalist helping entrepreneurs bring their dreams to fruition.

In the book, Bussgang offers high-level insights, colorful stories, and practical advice gathered from his own experience as well as from interviews with dozens of the most successful players on both sides of the game, including Twitter's Jack Dorsey and LinkedIn's Reid Hoffman. He reveals how to get noticed, perfect a pitch, and negotiate a partnership that works for everyone.

An insider's guide to the secrets of the world venture capital, *Mastering the VC Game* will prove invaluable for entrepreneurs seeking capital and successful partnerships.

To learn more, visit JeffBussgang.com.

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Most helpful customer reviews

1 of 1 people found the following review helpful.

Jeff Bussgang does an excellent job of providing a glimpse behind the curtain for ...

By jason abrahams

"Mastering the VC Game" is a must-read for any entrepreneur looking to start an Innovation-Driven Enterprise (IDE). Jeff Bussgang 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 VC's 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.

11 of 11 people found the following review helpful.

Incredibly Insightful Look into the World of VC

By Victoria Song

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.

0 of 0 people found the following review helpful.

Highly practical

By JackPar

I'm a practicing VC and live inside an incubator and university associated EE / industrial engineering academic school of excellence. This book is regularly recommended to aspiring entrepreneurs. Some in my ecosystem may feel "been there, done that." But this is for those who haven't and it's a good read. And for those "been there, done that" take a few hours and pick up a few sensible tips. VC is a lot about common sense, human nature and trust. One of the great last bastions of meritocracy among political and corporate dysfunction. Yes. I've been there too. Prefer TRUE market driven meritocracies.

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