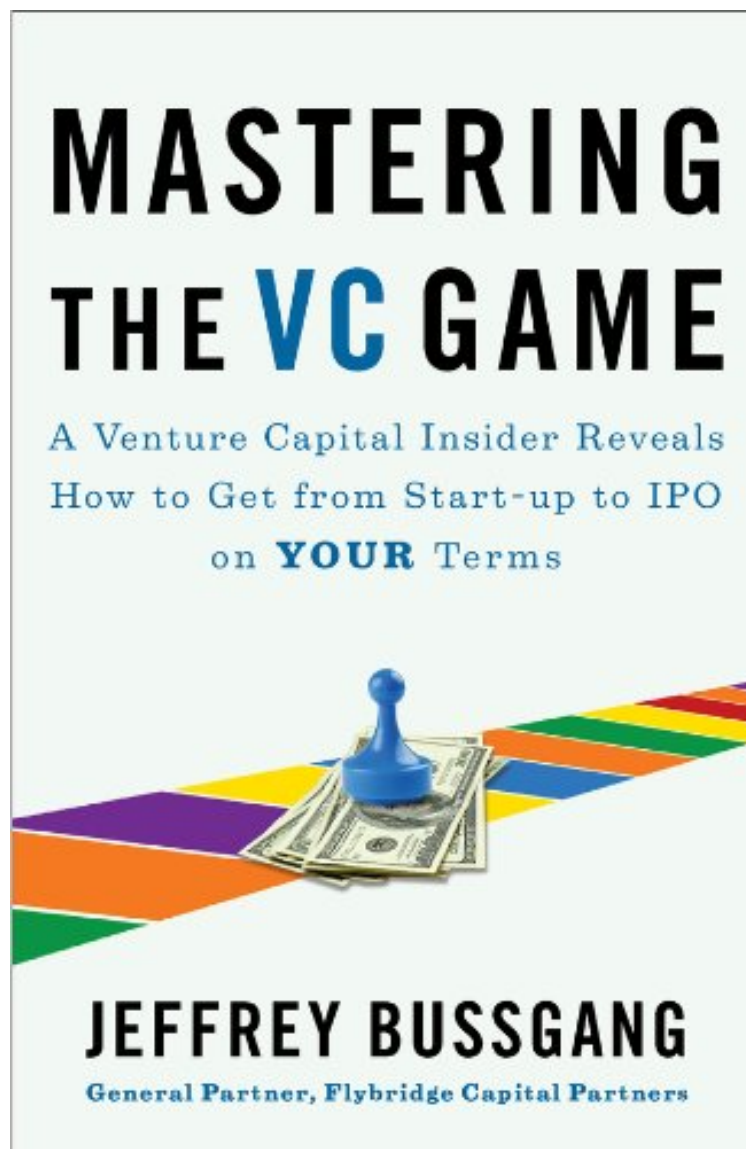


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## Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms

*Jeffrey Bussgang*

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**Jeffrey Bussgang : Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mastering the VC Game: A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms:

3 of 3 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 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.

1 of 1 people found the following review helpful. Must read for entrepreneurs and emerging VCs

By Danye 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 advices are extremely practical and relevant to anyone who's thinking about building their own business or potentially investing in startups in the future. High recommend and time super well spent!

1 of 1 people found the following review helpful. Excellent, very informative and extremely honest book

By Michael Rachkovsky 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

Entrepreneurs who dream of building the next Amazon, Facebook, or Google can take advantage of one of the most powerful economic engines the world has ever known: venture capital. To do so, you need to woo, impress, and persuade venture capitalists to take a risk on an unproven idea. That task is challenge enough. But 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 adversary who will undermine your vision in order to make a quick return. Jeffrey Busgang is one of a 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 draws on his experience and unique perspective on the "other side" as a venture capitalist helping entrepreneurs bring their dreams to fruition. Busgang offers detailed 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.