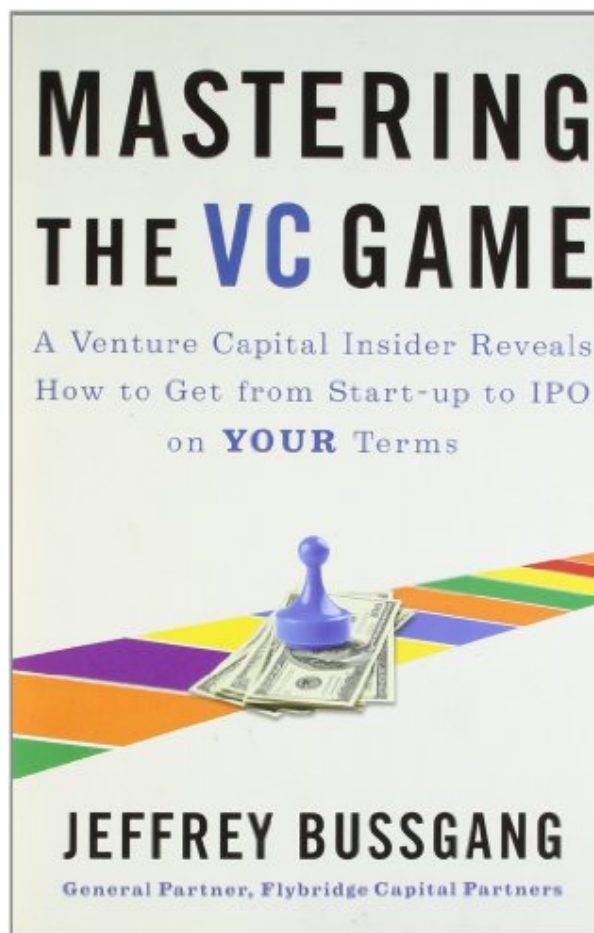


**MASTERING THE VC GAME: A VENTURE
CAPITAL INSIDER REVEALS HOW TO GET
FROM START-UP TO IPO ON YOUR TERMS
BY JEFFREY BUSSGANG**



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A Venture Capital Insider Reveals
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on **YOUR** Terms



JEFFREY BUSSGANG

General Partner, Flybridge Capital Partners

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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.

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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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Most helpful customer reviews

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.

31 of 39 people found the following review helpful.

Good topic ...

By R

... but > 75% of the reviews are by people who have only reviewed this one book ever. This kind of a slant always makes me wonder if these are legit or are written for purposes of kissing up.

5 of 5 people found the following review helpful.

Excellent book for the novice entrepreneur

By Pengas

A year ago I had decided to pursue a dream and build a company that will change the world. It is my first attempt at entrepreneurship and the journey is not linear to say the least. The effort, skills and commitment are something I never experiences, but mostly - it is a lonely journey of a single person's passion and dreams.

I met Jeff at a NY tech meetup where he discussed the book and bought the copy that day. Always eager to learn from the experience of others who have walked the path and powered by the motivation to get a sneak peak into the mind of the VC. What I found is an very well written book the flows like a story (a story/movie is something that Jeff discusses several times in the book BTW). The arrangement is natural and I feel I have gained clarity about who the VCs are and what the game really is.

One of the direct results are being able to discuss matters with VCs at their terms on their field. The first time I took action on this new knowledge, I ended up with a 45m conversation with a leading VCs in NYC where 5 other people are listening intensely.

I read the reviews here, specifically the more critical one(s). I understand how entrepreneurs who have been around may find this too basic. For me it had hit the spot. I think a follow up book, that gets into more details about the term sheet, negotiations, IP and other 'technical' issues can be useful.

If you are a first time entrepreneur I think this book will serve you well and provide you with tools to better understand this game and come out as a winner.

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