



Jeffrey Bussgang, a successful serial entrepreneur for ten years, is now a general partner at Flybridge Capital Partners, an early-stage venture capital firm with more than \$500 million under management. Before becoming a venture capitalist, he was the cofounder of Upromise, the largest private source of college funding contributions in the United States. He serves as an entrepreneur in residence at Harvard Business School, where he earned an MBA with highest distinction. Bussgang writes a popular blog, www.SeeingBothSides.com, and lives in the Boston area with his wife and three children.

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Advance Praise for **MASTERING THE VC GAME**

“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 an interesting read for entrepreneurs.”
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MASTERING THE VC GAME



JEFFREY BUSSGANG



MASTERING THE VC GAME

A Venture Capital Insider Reveals
How to Get from Start-up to IPO
on **YOUR** Terms



JEFFREY BUSSGANG
General Partner, Flybridge Capital Partners

U.S. \$25.95
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“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*

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 Bussgang 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.

Bussgang 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 of venture capital, *Mastering the VC Game* will prove invaluable for entrepreneurs seeking capital and successful partnerships.

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