

# How Do Venture Capitalists Make Decisions?\*

**Paul Gompers**

Harvard Business School and NBER

**Will Gornall**

University of British Columbia Sauder School of Business

**Steven N. Kaplan**

University of Chicago Booth School of Business and NBER

**Ilya A. Strebulaev**

Graduate School of Business, Stanford University and NBER

April 2017

## **Abstract**

We survey 885 institutional venture capitalists (VCs) at 681 firms to learn how they make decisions. Using, the framework in Kaplan and Strömberg (2001), we provide detailed information on VCs' practices in pre-investment screening (sourcing evaluating and selecting investments), in structuring investments, and in post-investment monitoring and advising. In selecting investments, VCs see the management team as somewhat more important than business related characteristics such as product or technology although there is meaningful cross-sectional variation across company stage and industry. VCs also attribute the ultimate investment success or failure more to the team than to the business. While deal sourcing, deal selection, and post-investment value-added all contribute to value creation, the VCs rate deal selection as the most important of the three. We compare our results to those for CFOs (Graham and Harvey 2001) and private equity investors (Gompers, Kaplan and Mukharlyamov 2016).

---

\*We thank Dasha Anosova and Kevin Huang for their research assistance. We thank the Kauffman Fellows Program, the National Venture Capital Association (NVCA), the University of Chicago Booth School of Business, Harvard Business School, and the Stanford Graduate School of Business for providing us access to their members and alumni. We thank Phil Wickham of the Kauffman Fellows Program, Bobby Franklin and Maryam Haque of the NVCA for their help in disseminating the survey. We thank Shai Bernstein, Felda Hardymon, Michal Kosinski, Adair Morse, David Robinson, and seminar participants at the 2017 AFA Meetings, Chicago Booth, LBS, the LSE, the NBER Summer Institute and the Private Equity Research Consortium for helpful discussions and comments. We also thank the many VC industry practitioners who provided feedback on the earlier versions of the survey. We also are very grateful to our many survey respondents. Gompers, Kaplan, and Strebulaev have consulted to general partners and limited partners investing in venture capital. Gornall thanks the SSHRC for its financial support. Gompers: paul@hbs.edu; Gornall: will.gornall@sauder.ubc.ca; Kaplan: skaplan@uchicago.edu; Strebulaev: istrebulaev@stanford.edu.

# 1 Introduction

Over the past 30 years, venture capital (VC) has been an important source of financing for innovative companies. Firms supported by VC, including Amazon, Apple, Facebook, Gilead Sciences, Google, Intel, Microsoft, Starbucks, and Whole Foods have had a large impact on the U.S. and global economy. Kaplan and Lerner (2010) estimate that roughly one-half of all true IPOs are VC-backed even though fewer than one quarter of 1% of companies receive venture financing. Gornall and Strebulaev (2015) estimate that public companies that previously received VC backing account for one-fifth of the market capitalization and 44% of the research and development spending of U.S. public companies. Consistent with this company-level performance, Harris, Jenkinson and Kaplan (2014, 2016) find that, on average, VC funds have outperformed the public markets net of fees.

The success of VC-backed companies is consistent with VCs taking actions that are effective at generating value. Kaplan and Strömberg (2001) argue that VCs are particularly successful at solving an important (principal-agent) problem in market economies—connecting entrepreneurs with good ideas (but no money) with investors who have money (but no ideas). They highlight the importance of pre-investment screening, sophisticated contracting and post-investment monitoring and advising. (See, also, Gompers and Lerner (2001).)

Since 2001, a great deal of additional empirical work has explored VC decisions and actions. Nevertheless, that empirical work has left gaps in our understanding of what VCs actually do. In this paper, we seek to add to that empirical work by surveying 885 VCs representing 681 different VC firms and asking how they make decisions about their investments and portfolios.

Using the framework in Kaplan and Strömberg (2001), we provide detailed information on VCs' practices in pre-investment screening (sourcing evaluating and selecting investments), in structuring investments, and in post-investment monitoring and advising. We also explore cross-sectional variation in VC practices across industry, stage, geography and past success.

Our survey allows us to conduct a detailed examination of what venture capital firms actually do.

Like the foundational survey work of Lintner (1956) on dividend policy and Graham and Harvey (2001) on CFO financial policies, we attempt to provide a clear set of observations about how venture

capitalists make decisions. While papers have been written on both the theory of venture capital and large sample empirical results, our survey evidence attempts to deepen our understanding of VC decisions, highlight gaps in research, and open up new areas for examination much like Graham and Harvey did for corporate financial policy. While we interpret our results in light of existing research, the survey is also meant to inform both academics and practitioners about VC practice in a more granular way.

This survey has several characteristics that allow us to attempt this. First, it is the most comprehensive survey of venture capitalists that we have seen. We survey a large fraction of the industry as well as most of the top performing venture capital firms. Second, the survey is broad, covering many areas of decision-making. Finally, our ability to match respondents to firm characteristics and performance allows us to examine patterns in responses that may be helpful in theory building and hypothesis testing for future work.

We begin by evaluating pre-investment screening. We first consider how VCs source their potential investments—a process also known as generating deal flow. Sahlman (1990) provides a description of this process. We explore where VCs’ investment opportunities come from and how they sort through those opportunities. The average firm in our sample screens 200 companies and makes only four investments in a given year. (We report results by firm, averaging the responses for firms with multiple respondents.) Most of the deal flow comes from the VCs’ networks in some form or another. Over 30% of deals are generated through professional networks. Another 20% are referred by other investors while 8% are referred by existing portfolio companies. Almost 30% are proactively self-generated. Only 10% come inbound from company management. These results emphasize the importance of active deal generation.

Next, we examine VC investment selection decisions. There is a great deal of debate among academics and practitioners as to which screening and selection factors are most important. Kaplan and Strömberg (2004) describe and analyze how VCs select investments. They confirm previous survey work that VCs consider factors that include the attractiveness of the market, strategy, technology, product or service, customer adoption, competition, deal terms and the quality and experience of the management team. They do not distinguish the relative importance of the different factors. Kaplan, Sensoy and Strömberg (2009) develop a “jockey vs. horse” framework to examine what

factors are more constant over the life of a successful VC investment. The entrepreneurial team is the “jockey” while the strategy and business model are the “horse”. Baron and Hannan (2002) and Hellmann and Puri (2000) both focus on how founding teams are formed and their attractiveness as investment opportunities. Gompers, Kovner, Lerner and Scharfstein (2010) show that past success as an entrepreneur is an important factor that VC firms focus on when attracting potential investments. We ask the VCs whether they focus more on the jockey or the horse in their investment decisions. We also ask the VCs what they look for in the teams in which they invest.

We find that in selecting investments, VCs place the greatest importance on the management/founding team. The management team was mentioned most frequently both as an important factor (by 95% of VC firms) and as the most important factor (by 47% of VC firms). Business (or horse) related factors were also frequently mentioned as important with business model at 83%, product at 74% market at 68%, and industry at 31%. The business related factors, however, were rated as most important by only 37% of firms. The company valuation was ranked as fifth most important overall, but third in importance for later stage deals. Fit with fund and ability to add value were ranked as less important. Early stage investors and IT investors place relatively more weight on the team.

We then explore the tools and assumptions that VCs utilize in evaluating the companies they select. Prior survey evidence on financial decisions is mixed. Graham and Harvey (2001) find that the CFOs of large companies generally use discounted cash flow (DCF) and internal rate of return (IRR) to evaluate investment opportunities. Gompers, Kaplan and Mukharlyamov (2016), in contrast, find that PE investors rarely use DCF, preferring IRR or cash-on-cash return (COC). The paucity of historical operating information and the uncertainty of future cash flows makes VCs’ investment decisions difficult and less like those in the typical setting taught in MBA finance curricula. Given this difference, we explore the extent to which VCs employ the commonly-taught DCF method or, instead, rely on different ones.

Like PE investors (and unlike CFOs), few VCs use discounted cash flow or net present value techniques to evaluate their investments. Instead, the most commonly used metric is COC return or, equivalently, multiple of invested capital. The next most commonly used metric is IRR.

At the same time, unlike the CFOs and PE investors, 9% of the overall respondents and 17% of the early-stage investors do not use any quantitative deal evaluation metric. And 20% of all VCs and 31% of early-stage VCs reported that they do not forecast cash flows when they make an investment. This is consistent with the large uncertainty at the early stage making it difficult to make such analyses.

After exploring pre-investment activities, we consider how VCs write contracts and structure investments. Kaplan and Strömberg (2003) study VC contracts and conclude that they are structured to ensure both that the entrepreneur does well if he or she performs well and that investors can take control if the entrepreneur does not perform. They show that VCs achieve these objectives by allocating cash flow rights (the equity upside that provides incentives to perform), control rights (the rights VCs have to intervene if the entrepreneur does not perform), liquidation rights (the senior payoff to VCs if the entrepreneur does not perform), and employment terms, particularly vesting (which gives the entrepreneur incentives both to perform and stay with the firm). Less is known, however, about which of these terms are more important to VCs and how they make trade-offs among them. In our survey, we ask the VCs the extent to which they are willing to negotiate different terms.

We find that the VCs are relatively inflexible on pro-rata investment rights, liquidation preferences, anti-dilution protection, vesting, valuation and board control. They are more flexible on the option pool, participation rights, investment amount, redemption rights, and particularly dividends. The inflexibility, particularly on control rights and liquidation rights is arguably consistent with the results in Kaplan and Strömberg (2003, 2004).

We move from contracts and structuring to examine how VCs monitor and add value to their portfolio companies after they invest. Part of the added value comes from improving governance and active monitoring. This often means replacing entrepreneurs if they are not up to the task of growing their companies. For example, Baker and Gompers (2003) find that only about one-third of VC-backed companies still have a founder as CEO at the time of IPO. Amornsiripanitch, Gompers and Xuan (2016) show that VCs provide critical aid in hiring outside managers and directors. Hellmann and Puri (2002) show that VCs are essential to the professionalization of startups. Lerner (1995) examines how VCs are influential in the structuring of the boards of directors. In their study of investment memoranda, Kaplan and Strömberg (2004) find direct evidence that VCs expect to add value in their

investments at the time they make them. In this survey, we further explore these issues by asking the VCs to describe in detail the ways in which they add value.

VCs generally responded that they provide a large number of services to their portfolio companies post-investment—strategic guidance (87%), connecting investors (72%), connecting customers (69%), operational guidance (65%), hiring board members (58%), and hiring employees (46%). This is consistent with VCs adding value to their portfolio companies and similar to the results for PE investors in Gompers, Kaplan and Mukharlyamov (2016).

Having looked at all aspects of VC involvement, we then consider which of those activities are more important for value creation. Sørensen (2007) studies how much of VC returns are driven by deal sourcing and investment selection versus VC value-added. He concludes that both matter, with roughly a 60/40 split in importance. We further explore this issue by asking the VCs directly to assess the relative importance of deal sourcing, deal selection, and post-investment actions in value creation in their investments. Unlike Sørensen (2007), we distinguish between deal sourcing and deal selection. A majority of VCs reported that each of the three—deal flow, deal selection and post-investment value-added—contributed to value creation with deal selection being the most important of the three. Deal selection is ranked as important by 86% of VCs and as most important by 49% of VCs. Post-investment value-added is seen as important by 84% of VCs and as most important by 27% of VCs. Deal flow is ranked as important by 65% and as most important by 23%. These results are consistent with the estimates in Sørensen (2007) that deal flow and deal selection are more important than value-add, but that all three are important. These results, however, extend and inform Sørensen (2007) by distinguishing between deal flow and deal selection.

We then asked VCs what factors contributed most to their successes and failures. Again, the team was by far the most important factor identified, both for successes (96% of respondents) and failures (92%). For successes, each of timing, luck, technology, business model, and industry were of roughly equal importance (56% to 67%). For failures, each of industry, business model, technology and timing were of roughly equal importance (45% to 58%). Perhaps surprisingly, VCs did not cite their own contributions as a source of success or failure.

We conclude by exploring issues related to internal VC firm structure and activity to understand how VCs allocate their time to different activities. When possible, we discuss how the organization and structure relate to VC decision making. The average VC firm in our sample is small, with 14 employees and 5 senior investment professionals. Consistent with the importance of both deal sourcing and post-investment value-added, the VCs report that they spend an average of 22 hours per week networking and sourcing deals and an average of 18 hours per week working with portfolio companies out of a total reported work week of 55 hours. The paper proceeds as follows. Section 2 describes our research design and reports summary statistics.

Section 3 describes the VCs' responses to our survey for pre-investment activities with subsections corresponding to deal sourcing (3.1); investment selection (3.2) and valuation (3.3). Section 4 describes the VCs' responses to questions about deal structure. Section 5 considers the VCs' responses to post-investment value-add. Section 6 further explores value creation by discussing the VCs' responses to the relative importance of sourcing, selection and value-add and their perceived drivers of success and failure. Section 7 describes the internal VC structure and VC activities. Section 8 summarizes and concludes.

## **2 Methodology**

### **2.1 Design**

In this section, we describe the research design of our survey. Surveys have become more common recently in the financial economics literature. Accordingly, we reviewed many of the existing surveys including those targeting CFOs of non-financial firms, limited partners of PE firms, and PE fund managers, respectively, Graham and Harvey (2001); DaRin and Phalippou (2014); Gompers, Kaplan and Mukharlyamov (2016); Gorman and Sahlman (1989).

This paper is closest in spirit to the survey of private equity (PE) fund managers by Gompers, Kaplan and Mukharlyamov (2016). Many questions about investment decisions, valuation, deal structure, fund operations and the relationship between general partners and limited partners are broadly similar in the two industries. Where possible, we use similar questions so that we can compare the

responses of VCs to those of PE managers. The PE industry, however, focuses largely on mature or growth-stage companies, for which financial data and forecasts are generally available. The VC industry targets companies at an earlier stage of development, many of which have large technological and operational risks. These differences mean that some questions, particularly those about portfolio company capital structure, are important for PE investors but not applicable to VCs.

After developing a draft survey, we circulated it among academics and VCs for comments. We asked four VCs to complete the draft survey and provide feedback. We also sought the advice of sociology and marketing research experts on the survey design and execution. As a result of these efforts, we made changes to the format, style, and language of the survey questions. We then asked a further eight VCs to take our updated survey and provide further comments. This yielded a smaller round of modifications, primarily language changes to avoid ambiguity, which gave us the final version of the survey. The final version of the survey is available as an Internet Appendix.

We designed the survey in Qualtrics and solicited all survey respondents via e-mail. We composed our mailing list from several sources. First, we used alumni databases from the Chicago Booth School of Business, Harvard Business School, and the Stanford Graduate School of Business. The MBA graduates of these schools constitute a disproportionate number of active VCs. A study by Pitchbook identified those schools as three of the top four MBA programs supplying VCs, with more than 40% of all VCs holding an MBA from one of the three schools.<sup>1</sup> We identified alumni related to VC and manually matched them to VentureSource, a database of VC transactions maintained by Dow Jones. We ended up with 63, 871, and 540 individuals from Chicago, Harvard, and Stanford business schools, respectively. Second, we used data from the Kauffman Fellowship programs for their VC alumni. After excluding the alumni of the three business schools, we were left with a sample of 176 people. Third, the National Venture Capital Association (NVCA) gave us a list of their individual members, yielding an additional 2,679 individuals. Finally, we manually gathered contact information of VCs in the VentureSource database. After again excluding the people we previously contacted, we arrived at a sample of 13,448 individuals. We believe our survey encompassed the overwhelming majority of individuals that are active VCs in the U.S. as well as a large number of non-U.S. VCs.

---

<sup>1</sup>See <http://pitchbook.com/news/articles/harvard-4-other-schools-make-up-most-mbas-at-pe-vc-firms>.



Our sample construction raises a number of issues that we attempted to address in the survey design. One is that some of the people we emailed may not be VCs. Our first criteria for deciding whether an individual is a venture capitalist was his or her identification as such either by the organizations that provided us their information or by VentureSource. We emailed only people that we positively identified as VCs. For example, we only e-mailed Stanford Graduate School of Business alumni who were listed as VCs by Stanford or were listed in VentureSource.

As a further filter, at the start of the survey, we asked respondents whether they worked at an institutional VC fund, a corporate VC vehicle, or neither. Supporting the notion that our initial screen worked well, 94% of our respondents identified as working at either a corporate VC vehicle or an institutional VC fund. The remainder were angel investors or worked at PE funds or family offices. For our analyses, we exclude any respondent who did not identify as working at an institutional VC fund. While the identification is self-reported, in conjunction with other questions in the survey that are specific to the VC industry, we are confident that our final survey respondents are active in the VC industry. We also acknowledge that there may be a gray area that separates late-stage growth-equity VC funds and some PE funds. We do not believe that this distinction in any way affects our analyses.

A second potential issue is that our population of VCs may not be representative of the broader industry. While this is possible, it is important to note that our sample represents a large fraction of all VCs. Our respondents come from VC firms accounting for 63% of US assets under management, according to VentureSource data. Furthermore, VCs from 76% of the top 50 and 9 of the top 10 VC firms (ranked by number of investments in VentureSource) completed our survey. (Ranking by number of IPOs produces similar results.) At worst, then, we can say that our results represent the practices of a large fraction of the industry.

There are two factors that may bias our sample toward more successful VCs. First, a disproportionate part of our sample comes from the graduates of top MBA programs and the Kauffman Fellows. Because of our connections, we explicitly targeted Chicago, Harvard, and Stanford MBAs and Kauffman Fellows. We received very high response rates from those groups. Given that these are top MBA programs and the Kauffman Fellows program is extremely selective, these alumni are potentially

more successful than average VCs.<sup>2</sup> Second, we include only the VCs who respond to the survey. It seems plausible that poorly performing or failed VCs would be less likely to fill out the survey. To the extent that we want to learn about best practices in the VC industry, a positive selection bias would strengthen our results.

We administered the survey between November 2015 and March 2016 in several waves using the Qualtrics website. To encourage responses, we sent the survey requests to the alumni from those of us on the faculty of their respective schools. To encourage completion, we offered those who completed the survey an early look at the results—after the survey was closed but before the results were released to the public. The survey is fully confidential and all the reported results are based on the aggregation of many responses to exclude the possibility of inferring any specific respondent’s answers. However, the survey was not anonymous and we matched the survey respondents with VentureSource and other data sources.

Our final response rates are 37%, 19%, 24%, 35%, 7%, and 4%, respectively, from the Chicago, Harvard, Stanford, Kauffman, NVCA, and VentureSource samples. Not surprisingly, we had a large response rate from the schools and organization (Kauffman) with which we are connected. Our response rate from the schools is substantially larger than the rate reported in a number of other surveys of similar nature. While the response rate from VentureSource is low, we do not know to what extent the contact info given in VentureSource is current and how many of these investors are VCs. Many individuals in this sample are also outside the U.S., where our English-language reach and familiarity recognition would be lower.

Our survey has up to 71 questions (depending on the survey path chosen) and testing showed it took 25–35 minutes to complete. Actual time spent by respondents matched our tests: the median time for completion was 24 minutes, with the 25th and 75th percentiles being 13 and 58 minutes. This suggests that most survey respondents took the survey seriously and devoted reasonable effort towards it. Although we had relatively low explicit incentives for completing the entire survey, we enjoyed high completion rates (57–78%) from our alumni groups. Completion rates among the NVCA

---

<sup>2</sup>Gompers, Mukharlyamov and Xuan (2016) show that VCs who are graduates from top colleges and top MBA schools perform better.

and the VentureSource samples were slightly lower (42–56%); however, those that did complete the survey spent as much time on the survey as our other samples.

## 2.2 Summary statistics

In this section, we provide summary statistics of the sample and introduce the subsamples that we use in our analyses. We received 1,110 individual responses overall. Table 2 describes how we filter the responses. We exclude the 225 (20%) of respondents who did not self-report they were institutional VCs.<sup>3</sup> These investors are corporate VCs, PE investors, or angel investors; we exclude them in order to focus on institutional VC investors. The second part of Table 2 reports the composition of the final sample of 885 institutional VC respondents. We use all answers from our 885 institutional VC respondents, with 565 (64%) of those respondents finishing the survey. Only 11 (1%) respondents in this sample indicated they completed the survey on behalf of someone else.

In a number of cases, we received multiple responses from different individuals at the same VC firm and so we have only 681 VC firms for our 885 respondents. For VC firms where we had more than one respondent, we averaged the responses of the individual VCs to get a firm-level response.

We were able to match 89% of the firms to VentureSource. As mentioned above, our sample includes 38 of the top 50 and 9 of the top 10 VC firms (ranked by number of investments) in Venture Source. This is consistent with the possibility, noted earlier, that our sample is biased towards more successful firms.

Our first questions concerned the VC firm’s investment focus. We asked respondents whether their firms specialized in a specific stage of company, industry, or geography. If respondents answered yes to any of these possibilities, they were asked follow-up questions on specific specialization strategies. For example, participants who indicated that their funds targeted companies at specific stages were asked a follow-up question on which stages they specialized on (seed, early, mid, late). Firms can specialize along multiple dimensions at the same time. Among our sample of institutional VC firms, 62% specialize in a particular stage, 61% in a particular industry, and 50% in a particular geography.

---

<sup>3</sup>Institutional VC firms are independent partnerships that manage VC funds on behalf of investors. VCs who manage funds are traditionally called general partners (GPs) and their investors—limited partners (LPs).

Of those specializing in a particular stage, 245 (36%) firms indicated that they invest only in seed- or early-stage companies (“Early” subsample), while 96 (14%) indicated that they invest only in mid- or late-stage companies (“Late” subsample). Given that stage of development should play a large role in the decision-making process of VC firms, our subsequent analysis breaks out these two subsamples and compares their survey responses.

While VC firms invest in a variety of industries, two industries stood out in the survey. 135 (20%) VC firms specialize in what can be broadly defined as the IT industry, including Software, IT, and Consumer Internet (“IT” subsample). 88 (13%) of VC firms specialize in healthcare (“Health” subsample). To capture any important distinctions that exist between these two industries, these subsamples include VC firms that specialize *only* in these industries. If we include firms that list IT as one of their industries of investment, the fraction increases from 20% to 41%. For healthcare, the fraction goes up from 13% to 31%. Most VC firms invested in 3 or more industries, and a full 39% were generalists without an industry focus.

Respondents were less likely to identify a specific geographic focus. For example, only 12% of VC firms indicated that they focus on California. The geographical expansion and globalization of the VC industry is a relatively recent phenomenon and our results suggest that most VC firms reach a number of geographical markets at the same time. Chen, Gompers, Kovner and Lerner (2010) show that VCs tended to open up new offices in the late 1990s and 2000s. Bengsston and Ravid (2015) find that California-based VCs write more entrepreneur-friendly contracts.

To explore whether geography matters, we took where the venture capitalist lived from their LinkedIn profile. If that was not available, we used the location of VC’s firm headquarters. Out of our sample, 28% of VCs are based in California (“CA” subsample); 40% in other U.S. locations, mostly in the Eastern U.S. (“OthUS” subsample); and 37% outside of the U.S. (“Foreign” subsample). These splits allow us to compare California and non-California firms in the U.S. as well as U.S. and non-U.S. firms.

Table 3 provides descriptive statistics on the sample of institutional VC firms represented by our survey respondents. The variable *Fund Size* measures the capital under management of the current fund of each VC firm. The average fund size is \$286 million while the median is \$120 million (as

reported by the respondents). The self-reported figures are similar to the average of \$370 million and median of \$100 million for the matched VentureSource sample. Median size is substantially smaller than average size, because several VC firms run very large funds. It is possible that fund size influences venture capitalist investing and decision-making. Accordingly, we divide the sample into two subsamples—VC firms with fund sizes below (“Small” subsample) and above median (“Large” subsample).

The median VC firm in our sample was founded in 1998, invested in 73 deals over its history, and raised its most recent fund in 2012 as a follow on to a 2008 vintage fund. The average number of deals is considerably larger at 169, indicating that some VC firms make a disproportionate number of investments. The median average round size is \$11 million. Consistent with VC firms being relatively small organizations, the average VC firm has 4 investing GPs; the 25th and 75th percentiles having 3 and 5 GPs respectively. The majority of the responding firms are U.S.-based and make investments primarily in the U.S.

Our sample contains both very successful and less successful VC firms. Our median VC reports that his or her previous fund was in the top quartile. This would be consistent with a positive selection bias in our sample. Alternatively, the VCs may be overstating their own performance. As reported performance may be unreliable, we use VentureSource data on IPOs to provide an objective split on performance. We take firms with at least 10 exits in the past 10 years in VentureSource and split those firms based on whether they have more than the median IPO rate (“High IPO” subsample) or less (“Low IPO” subsample).

Table 4 reports the positions our respondents hold in their VC firms. The bulk of our respondents are active decision makers within their firms. Most, 82%, are partners, including Managing Partners, General Partners, and Partners. Partners are generally senior positions with influence on all aspects of investing including investment decisions. Managing Partners are typically a firm’s most senior partners who coordinate operations and manage the firm’s non-investment business. Managing Directors can be either General Partners or junior Partners, while Principals and Associates typically have more junior status. Finally, Venture Partners are typically not employees of VC firms, but either play the role of advisers or participate in the VC firm activities on a deal by deal basis.

This table and all following tables report averages and their standard errors (in parentheses). Most tables report means and test differences between subsamples using a two sample, equal variance t-test.<sup>4</sup> IT firms are compared to Health firms; Early to Late; High IPO to Low IPO rate; CA to OthUS; and Fgn to all other. \*, \*\*, and \*\*\* denote significance at the 10%, 5%, and 1% levels, respectively. For some highly skewed variables, we report medians and test using bootstrapped standard errors to get better power. The Online Appendix gives the correlation between membership in the different subsamples.

### 3 Pre-investment

#### 3.1 Deal sourcing

Deal sourcing, the ability to generate a pipeline of high-quality investment opportunities (or proprietary deal flow), is considered an important determinant of success in the VC industry. Sørensen (2007) uses a two-sided matching algorithm to argue that deal sourcing and selection are more important drivers of returns (60%) than VC value-added (40%). He is not able to distinguish between sourcing and selection. Sahlman (1990) also emphasizes the importance of having a wide funnel to find promising investments. We, therefore, asked VCs to identify how they source their investments.

Table 5 reports that most VC deal flow comes from the VCs' networks in some form or another. Over 30% are generated through professional networks. Another 20% are referred by other investors and 8% from a portfolio company. Almost 30% are proactively self-generated. Only 10% come inbound from company management. Few VC investments, therefore, come from entrepreneurs who beat a path to the VC's door without any connection. Finally, a recent trend in the VC industry is so-called quantitative sourcing, where VCs quantitatively analyze data from multiple sources to identify opportunities likely to have high returns, and seek out investment positions in those firms. Few VC firms in our sample use this method.

There is some variation across stage. Later-stage investors are more likely to generate investment opportunities themselves compared to early-stage investors. Early-stage investors are more likely to

---

<sup>4</sup>We use a t-test for all variables rather than using a binomial test for categorical variables. In practice, there is no difference between the two for our sample sizes.

invest in deals that are inbound from management or are referred by their other portfolio companies. At the same time, there is little difference between the pipeline sources of high and low IPO subsamples, suggesting that the type of the sources is less important than sometimes claimed. It may also be the case that the critical differentiating factor for the high IPO firms is the quality of their referral network.

To sort through investment opportunities, VCs use a multi-stage selection process that is known as the deal funnel. When a member of the VC firm generates a potential deal, the opportunity is first considered by the individual originator (who could be a senior partner, a junior partner, an associate, or an affiliated member such as a venture partner). If the investment shows potential, a VC firm member meets the management of the potential portfolio company at least once. If the VC firm member continues to be impressed with the potential investment, he or she brings the company to other members of the VC firm for the review. Potential investments are then scrutinized and evaluated by the other partners at the VC firm. After this, the other partners at the VC firm start a more formal process of due diligence (e.g., calling more references, conducting industry analysis and peer comparison). If the company passes the due diligence process, the VC firm presents a term sheet that summarizes the VC's conditions for a financing. Finally, if the company agrees to the term sheet, legal documents are drafted, a letter of commitment is signed, and the deal closes.<sup>5</sup>

While the sequence and the structure of the process outlined above is fairly well known, little is known about the relative proportion of opportunities that make it to any one particular stage of the deal funnel. Table 6 provides a breakdown of the deal funnel process. The median firm closes about 4 deals per year. The bottom panel of the table shows that for each deal in which a VC firm eventually invests or closes, the firm considers roughly 100 potential opportunities. At each subsequent stage a substantial number of opportunities are eliminated. One in four opportunities lead to meeting the management; one-third of those are reviewed at a partners meeting. Roughly half of those opportunities reviewed at a partners meeting proceed onward to the due diligence stage. Conditional on reaching the due diligence stage, startups are offered a term sheet in about a third of cases. Offering a term sheet does not always result in a closed deal, as other VC firms can offer competing term sheets at the same time. Similarly, legal documentation and representations/warranties may

---

<sup>5</sup>Depending upon the VC market cycle, some stages of the deal funnel may not be utilized. For example, VC firms occasionally provide "preemptive" term sheets even before formal due diligence, in an attempt to lock-up a deal.

cause deals to fall apart between agreeing to a term sheet and the deal closing. The fact that VC firms on average offer 1.7 term sheets for each deal that they close, a close rate of roughly 60%, suggests that a meaningful number of opportunities that ultimately receive funding are not proprietary.

Late-stage VC firms offer 50% more term sheets per closed deal than early-stage firms, suggesting more proprietary deal flow for early-stage deals and greater competition for late-stage deals. This is consistent with early-stage opportunities requiring greater understanding of the technology and development timelines as well as with late-stage opportunities having longer track records and being easier to evaluate.

Large VC firms and more successful VC firms have more meetings with management and initiate due diligence on more firms per closed deal than their smaller or less successful peers. This is consistent with larger VC firms employing more junior partners in sourcing and evaluating deals.

The IT and Health subsamples also show substantial differences in deal funnel. While an IT VC firm considers 151 deals for each investment made, a healthcare VC firm considers only 78. These difference persist through the first part of the funnel, with IT firms meeting the management of twice as many companies, although after that stage, the funnel narrows with both types VC firms. This is consistent with larger fixed costs of evaluating investments in the healthcare industry. It may also reflect the smaller universe of potential healthcare entrepreneurs given the specific domain expertise and regulatory knowledge in the sector.

### **3.2 Investment selection**

Our results show that VCs start with a pipeline of hundreds of potential opportunities and narrow those down to make a very small number of investments. In this section, we examine the factors in their deal selection process. Kaplan and Strömberg (2004) examine venture capitalist investment memoranda that describe the investment theses and risks of their investments. They find that VCs focus on the quality of the management team, the market or industry, the competition, the product or technology and the business model in their investment decisions. However, investment memoranda do not rank the importance of the different criteria.



Previous empirical and anecdotal evidence suggests that VCs have different views on how to select investments. Some focus more heavily on the management team (the jockey) while other focus more heavily on the business: the product, technology, and business model (the horse). Kaplan et al. (2009) examine the IPO prospectuses of successful VC-backed companies and find that the horse (product, technology, or business model) is more stable in these companies than the jockey (i.e., the management team). On the other hand, in a randomized field experiment with angel investors, Bernstein, Korteweg and Laws (2017) find that the average investor responds more strongly to information about the founding team than to firm traction.

Accordingly, we asked the respondents to identify the factors that drive their selection decisions and then rank them according to their importance. The top panel of Table 7 reports the percentage of respondents who mentioned each factor as important. The bottom panel reports the percentage of respondents who ranked each factor as the most important.

Table 7 shows that the VCs ranked the management team (or jockey) as the most important factor. The management team was mentioned most frequently both as an important factor (by 95% of the VC firms) and as the most important factor (by 47% of the VCs). Business (or horse) related factors were also frequently mentioned as important with business model at 83%, product at 74%, market at 68%, and industry at 31%. The business related factors, however, were rated as most important by only 37% of the firms. Fit with the fund was of some importance. Roughly one-half of the VCs mentioned it as important and 14% mentioned it as the most important. Valuation and VCs' ability to add value were each mentioned by roughly one-half of the VCs, but were viewed as most important by fewer than 3% overall.

There is meaningful cross-sectional variation. The team is relatively more important for early-stage investors than for late-stage investors. In fact, business factors are more important for late-stage investors than team. This is consistent with investors facing greater uncertainty about the business early stage and focusing more on the team.

Business related factors also are more important for healthcare investors relative to IT investors. Indeed, 55% of the Health subsample chooses business-related factors as most important versus only

32% for the team. This is consistent with intellectual property and non-human capital assets as being more important for health-related businesses.

Comparing our results to Gompers, Kaplan and Mukharlyamov (2016), late-stage funds are more similar to private equity funds in that they see business factors and valuation as highly important. Larger funds and more successful firms care more about valuation. This valuation result is arguably consistent with Hsu (2004), who shows that high quality VC firms are able to win deals despite submitting term sheets at a lower valuation.

Table 7 indicates that, overall, the management team is the most important factor VCs consider in choosing portfolio company investments. Table 8 reports the qualities that VCs view as important in a management team. Ability is the most mentioned factor, with more than two thirds of VCs claiming it is important. Industry experience is the second most mentioned factor, with passion, entrepreneurial experience, and teamwork filling out the ranking. While we did not define passion, we interpret passion as a combination of execution and vision.

California VC firms are more likely to say passion is important and less likely to say experience is important. Healthcare VCs, again, differ from other VCs in placing industry experience as by far the most important quality and ranking passion as substantially less important.

We ask several additional questions about the deal selection process. Table 9 tabulates these results. VCs devote substantial resources to conducting due diligence on (i.e., investigating) their investments. The average deal takes 83 days to close; the average firm spends 118 hours on due diligence over that period and the average firm calls 10 references. The deal period and time on due diligence are shorter for early-stage, IT, and California firms; and longer for late-stage, healthcare, and non-California firms. Late-stage firms also call more references (13 on average) than early-stage firms (8).

### **3.3 Valuation**

In making an investment, VCs, like any investor, have to value the company. In this section, we explore the tools and assumptions that VCs utilize in valuing the companies in which they invest.

When possible, we compare their answers to those for CFOs in Graham and Harvey (2001) and for PE investors in Gompers, Kaplan and Mukharlyamov (2016).

### 3.3.1 Valuation methods

Finance theory teaches that investment decisions should be made using a DCF or NPV analysis with a cost of capital based on the systematic risk of the opportunity. Graham and Harvey (2001) find that 75% of CFOs always or almost always use such analyses, using them as often as internal rates of return. Gompers, Kaplan and Mukharlyamov (2016) find that private equity investors rely primarily on internal rates of return and multiples to evaluate investments. They infrequently use NPV methods. We repeat the analyses in those two papers by asking our respondents a number of questions on the financial and valuation metrics they use.

First, we ask how important financial metrics such as IRR, COC return, or NPV are in making investment decisions. The results in Table 10 are different from those for CFOs and more similar to those for private equity investors. Only 22% of the VC investors use NPV methods. The most popular methods are COC multiples (63% of the sample) and IRR (42% of the sample). While this level of reliance on NPV would be considered low for mature firms, the response rate does go against anecdotal evidence that VCs rarely use NPV to evaluate investments. One possibility is that our sample has a substantial proportion of MBA graduates who were exposed to modern finance valuation methods in school.

At the same time, consistent with the anecdotal evidence, 9% of the VCs claim that they do not use any financial metrics. This is particularly true for early-stage investors, 17% of whom do not use any financial metrics. Furthermore, almost half of the VCs, particularly the early-stage, IT, and smaller VCs, admit to often making gut investment decisions. . This more qualitative approach to investing is consistent with the paucity of historical operating information and large uncertainty of future cash flows that VCs likely face in early stage investments. The setting is very different from the typical one taught in MBA finance curricula.

Table 11 reports the required IRRs and COC multiples for those respondents who indicated they used them. The average required IRR is 31%, which is higher than the 20 to 25% IRR reported by

private equity investors in Gompers, Kaplan and Mukharlyamov (2016). Late-stage and larger VCs require lower IRRs of 28% to 29% while smaller and early-stage VCs have higher IRR requirements. The same pattern holds in COC multiples, with an average multiple of 5.5 and a median of 5 required on average, with higher multiples for early-stage and small funds. The source of these differences is not entirely clear. Early-stage funds may demand higher IRRs due to higher risk of failure, i.e., they may calculate IRRs from “if successful” scenarios. Small funds potentially demand higher IRRs due to capital constraints or the fact that they invest in, on average, earlier stage deals.

We also asked about adjustments to required IRR or COC multiples. Table 12 shows that 64% of VC firms adjust their target IRRs or COC multiples for risk. This is a smaller fraction than the 85% reported by Gompers, Kaplan and Mukharlyamov (2016) for private equity firms, but still the majority of VC firms make an adjustment for risk. The Late, Large, and Health subsamples are likely to adjust for risk, consistent with the notion that these samples use more technical methods in analysing their investments. Roughly half of the VCs adjust for time to liquidity in making a decision. This may simply reflect that longer-term investments require a larger multiple because of the greater elapsed time at a given return. Alternatively, it may reflect that fact that VC funds have a limited lifetime (typically ten years with three years of automatic extensions). At the same time, 23% of VCs use the same metric for all investments, indicating that they do not make any adjustments for risk, time to liquidity or industry conditions.

Adjusting IRRs or COC multiples for risk is potentially consistent with the result in finance theory that an investment’s discount rate should increase with the investment’s systematic or market risk. However, the discount rate should not include idiosyncratic or non-market risk. Table 13 explores this further. Only 5% of VCs discount systematic risk. The majority (78%) either do not adjust for risk or treat all risk the same, with an additional 14% discounting idiosyncratic risk more.

Overall, VC firms as a class appear to adjust for risk in a way that is inconsistent with predictions and recommendations of finance theory. Not only do they adjust for idiosyncratic risk and neglect market risk, 23% of them use the same metric for all investments, even though it seems likely that different investments face different risks. Again, their practices are more similar to PE investors than to CFOs.

### 3.3.2 Reporting to limited partners

It is possible that VCs' decisions are influenced by the perceived preferences of their investors or LPs. Accordingly, we asked a set of questions concerning the interactions VCs have with their LPs similar to those in Gompers, Kaplan and Mukharlyamov (2016). Table 14 indicates that the VCs believe that COC multiples and net IRR are important benchmark metrics for most LPs, at 84% and 81%, respectively. These benchmarks are considered the most important benchmarks by, respectively, 52% and 32% of the VCs. While performance relative to VC funds (for 60%) and relative to the S&P 500 (for 23%) are important, they are considered most important by fewer than 10% of the sample VCs. These results are present for all of the subsamples.

Accordingly, we conclude that the VCs strongly believe that LPs are primarily motivated by absolute rather than relative performance. These perceptions explain why VCs evaluate deals in the way they do. This finding is similar to the result in Gompers, Kaplan and Mukharlyamov (2016) for private equity investors, but inconsistent with finance theory where LPs should allocate their money to funds according to their relative performance expectations. It is also inconsistent with the common practices in the mutual fund industry, in which relative performance is paramount.

Table 15 reports the net IRR and COC multiple that VC firms say they market to their LPs. The mean net IRR is consistently about 24%, with a median of 20% for all subsamples. This IRR is similar to the IRR PE investors market to their LPs in Gompers, Kaplan and Mukharlyamov (2016). Interestingly, this is not consistent with VC investments being riskier than private equity investments. At the same time, VC firms also market on average a 3.5 COC multiple to their LPs, with early-stage VCs marketing more at 3.8 and late-stage VCs marketing less at 2.8. While these multiples are slightly higher than those for the private equity investors, the difference from private equity investments is likely explained by the longer duration of VC investments.

Table 15 asks VCs about their expectations for future performance. The vast majority (93%) of VCs expect to beat the public markets; 71% of VCs are similarly optimistic about the VC industry as a whole. While this may seem to be unreasonably optimistic, Harris et al. (2016) find that the average VC fund has performed at least as well as the S&P 500 for most vintages since 2004. This also is consistent with our having sampled VCs who have outperformed the industry in the past.

### 3.3.3 Forecasts

To use financial metrics such as IRR, COC multiples or DCF, investors need to forecast the underlying cash flows. Accordingly, we asked VCs whether they forecast company cash flows and if so for how long.

Table 16 reports that 20% of VC firms do not forecast company cash flows. The percentage is even higher at 31% for early stage funds. The prevalence of non-forecasting is clearly not consistent with standard corporate finance theories and what is taught in corporate finance courses (although it is consistent with some VCs not using any financial metric). As with the risk adjustments (or lack thereof), the result is again consistent with substantial uncertainty and a lack of operating information making it difficult to precisely estimate value and leading investors to rely more on qualitative factors.

For funds that do forecast, Table 16 indicates the median forecast period is 3 to 4 years. This is a shorter period than the 5-year forecast period used by virtually all private equity firms in Gompers, Kaplan and Mukharlyamov (2016). The median and average are greater for late-stage suggesting that as uncertainty declines, VC investors behave more like PE investors.

We also ask about the extent to which portfolio companies meet their projections. VCs report that fewer than 30% of the companies meet projections. Consistent with greater uncertainty, early-stage VCs report their companies are less likely to meet projections (26%) than do late-stage VCs (33%). This also potentially provides an explanation for the higher IRR requirements for early-stage VCs—the higher IRR offsets greater (total) risk.

### 3.3.4 Valuation considerations

To better understand VC valuation, we asked the VCs which factors are important in deciding on the valuation they offer. Table 17 indicates that exit considerations are the most important factor, with 86% of respondents identifying it as important and 46% as the most important factor. Comparable company valuations rank second (with 80% rating it important and 29% most important) and desired ownership third (with 63% rating it important and 18% most important). Competitive pressure exerted by other investors is markedly less important (with 43% rating it important and only 3%

most important), although IT VCs thought it more important than healthcare VCs firms, suggesting that the IT investing may be more competitive healthcare investing. This interpretation also is consistent with the steeper term sheet competition in Table 6. Whether it is seen in the resulting payoff structure of both industries is an interesting question for future research.

Late-stage VC firms find exit considerations to be more important, likely because it is easier to predict by this stage of company development what shape the exit would take. Early-stage firms care more about desired ownership.

We also asked VCs whether they set valuations using investment amount and target ownership. The third panel of Table 17 shows that roughly half of investors use this simple decision rule. There is a large difference, however, between early-stage and late-stage investors. Early-stage VCs are more likely to set the valuation using investment amount and target ownership. This result is consistent with early-stage companies having little information and high uncertainty that leads VCs to simplify their valuation analysis. Late-stage VCs have more information and can potentially use more sophisticated methods to arrive at the implied valuation.

### **3.3.5 Unicorns**

We included a set of questions regarding the valuations of so-called unicorns, companies with implied valuations above \$1 billion. This was motivated by concerns and publicity in the popular press about the overvaluation of such companies. It also provides an opportunity to test whether the VCs answered the survey honestly.

Table 18 shows both whether a VC has invested in a unicorn and the respondent's investment opinion on whether unicorns are overvalued. Just under 40% of our sample VCs claim to have invested in a unicorn. This suggests that a meaningful fraction of our sample has been able to invest in high profile, successful companies. The VCs in IT and with higher IPO rates are more likely to have done so.

Over 90% of our sample VCs believe that unicorns are overvalued—either slightly or significantly. There are no significant differences across our different subsamples. This indicates that VCs share

the concerns in the popular press that some firms are overvalued. It also suggests a puzzle as to why investors continue to invest in such firms.

Table 18 also indicates that there is no difference in perceived overvaluation between VCs who invested in unicorns and VCs who did not. This lack of a difference suggests that the VCs answered this question honestly. One might have expected investors in unicorns to have been more favourable about unicorn valuations than non-investors.

## 4 Deal structure

Valuation is one part of the negotiation process that takes place among new VC investors, existing investors, and founders. Another part is the sophisticated contract terms—cash flow, control, liquidation and employment rights—that VCs negotiate in their investments. Kaplan and Strömberg (2003, 2004) describe these terms and examine the role that internal risk, external risk, and execution risk play in determining the contractual provisions seen in VC contracts. In this section, we survey the VCs about the terms they use and the negotiability of those terms.

To understand which of the terms might vary with deal characteristics, We asked the survey respondents to indicate the terms that they are more or less flexible with when negotiating new investments. Following Kaplan and Strömberg, we asked about terms related to cash flow rights (anti-dilution protection, dividends, investment amount, option pool, ownership stake and valuation); control rights (board control, pro-rata rights), liquidation rights (liquidation preferences, participation rights and redemption rights); and employment terms (vesting).

Anti-dilution protection gives the VC more shares if the company raises a future round at a lower price. An option pool is a set of shares set aside to compensate and incentivize employees. Pro-rata rights give investors the right to participate in the next round of funding. The liquidation preference gives investors a seniority position in liquidation. Participation rights allow VC investors to combine upside and downside protection (so that VC investors first receive their downside protection and then share in the upside). Redemption rights give the investor the right to redeem their securities, or



demand from the company the repayment of the original amount. Vesting refers to a partial forfeiture of shares by the founders or employees who leave the company.

For each term, we asked respondents to rate their flexibility on that term on a scale of not at all flexible, not very flexible, somewhat flexible, very flexible, and extremely flexible. We assigned a score to each choice, with 100 being investor friendly (Not at all flexible) and +100 being founder friendly (Extremely flexible). A value of 0 means that on average survey respondents were somewhat flexible about the term.

Table 19 reports the results. Overall, the VCs are not overly flexible on their terms with most terms scoring between not very flexible and somewhat flexible. Only one term, dividends, scores appreciably above somewhat flexible (at +28). These results suggest that the terms are very important to the VCs and are consistent with the arguments in Kaplan and Strömberg (2003) and elsewhere that these provisions implement value increasing if not value maximizing contracts.

The least negotiable provisions for VC firms in descending order are pro-rata rights, liquidation preference, anti-dilution protection, valuation, board control, and vesting. The provisions on which VCs are most flexible (again, in descending order, the first being most flexible) are dividends, redemption rights, option pool, investment amount, and participation. In Kaplan and Strömberg (2004), liquidation preferences and board control are related to internal and external risk; anti-dilution protection is related to only internal risk; and redemption rights are related to external risk. We cautiously interpret these results as showing that that VCs are somewhat less flexible on terms that manage internal risk.

Healthcare VC firms are substantially less flexible on many features than the IT VC firms. In addition to participation that we already discussed, the Health subsample is less flexible on control, valuation, ownership stake, and dividends. The board control provisions are particularly striking, because Healthcare VC firms rank them as their least flexible term, while the IT VC firms rank control in the middle of their concerns. This is consistent with Healthcare companies being more susceptible to internal risks (e.g., project selection).

## 5 Post-investment value-added and exit

Previous research as well as anecdotal evidence suggests that VCs are actively involved in managing their portfolio companies, frequently meeting with their portfolio companies' management and playing an important role in critical hiring and strategic decisions. For example, Hellmann and Puri (2002) find that VCs are important to the professionalization of startups. Lerner (1995) examines how VCs are influential in the structuring of the boards of directors. Amornsiripanitch et al. (2016) show that VCs are critical aids in hiring outside managers and directors. In their study of investment memoranda, Kaplan and Strömberg (2004) find that VCs expect to add value when they make their investment decision. In this section, we attempt to add to the previous work by asking the VCs to describe their post-investment deal management, particularly activities in adding value to portfolio companies.

### 5.1 Value-added activities

Accordingly, we first asked a number of questions about how VCs interact with their portfolio companies after investment. Table 20 reports that VCs interact frequently with their portfolio companies. Over 25% interact multiple times per week and an additional one-third interact once a week, indicating that 60% of VCs report interacting at least once per week with their portfolio companies. Fewer than one-eighth report interacting once per month or less. The high level of involvement is consistent with previous work and anecdotal evidence.

There is little variation across subsamples. Whatever their specialization, VCs are actively involved in their portfolio companies. This lack of observed difference is arguably a surprising result. It is not consistent with early-stage and late-stage VCs being fundamentally different in the frequency of interactions. It seems plausible that companies at all stages of development go through a number of critical phases (raising funding, exiting, hiring senior executives, deciding on a strategic plan) that require the regular involvement of investors. It is also likely that VCs monitor their investment closely, because even late-stage VC companies have a relatively high rate of failure.

Table 21 looks more deeply into VC interaction with their portfolio companies by asking what type of value-add VCs provide. 87% of VCs are involved in strategic guidance of their portfolio companies. This is not surprising because many VCs serve either as board members or board observers. 72% of VCs help their companies connect with investors in future rounds. Again, this is not surprising given that they are investors and are presumably knowledgeable about the VC industry and other investors. Perhaps more surprisingly, 69% of the VCs say they help their companies connect to customers and 65% of VC firms say they provide operational guidance. Both of these responses suggest a substantial and more day-to-day practical involvement. Finally, the VCs say they also help in hiring—both board members (58%) and employees (46%).

Across subsamples, connecting to investors is more important for early-stage investors. This is consistent with more competition for late-stage deals (as suggested in Table 6). Early-stage VCs and California VCs are more likely to help with hiring employees. California VCs also are more involved in helping companies find customers, potentially because they work in a cluster-like environment that makes them better connected along the whole of the supply chain of their ecosystem.

We also gave respondents an opportunity to describe their activities, if they felt the offered list was not sufficient. One out of five respondents used this opportunity. The more frequently mentioned activities were related to liquidity events (introducing a company to acquirers or connecting with investment banks, helping with M&A), mentoring, fund raising, product development (including help with global expansion, technical advice, operating procedures) and various board service activities (such as board governance).

Overall, the results in Table 21 suggest that VCs are not passive investors and actively add value to their portfolio companies. The results add to and confirm the previous work by suggesting that VCs take an active role in customer introductions and operational guidance in addition to providing help with hiring and strategy.

## 5.2 Exit

Because VCs invest in private companies through funds that are usually structured as ten-year vehicles and because VCs receive their profit share or carry only when they return capital to their

investors, the timing and type of exit is critical to VC investment success. Gompers (1996) shows that achieving a successful IPO exit is useful for a VC firm to establish a reputation and raise new capital.

Accordingly, we surveyed our VCs on their exits. Table 22 reports the statistics on exit outcomes experienced by their portfolio companies. Overall, the average VC firm reports that 15% of its exits are through IPOs, 53% are through M&A, and 32% are failures. These rates of successful outcomes may seem high to some readers. It is possible, however, that some M&A events are disguised failures in the VC industry and so statistics on M&A may not be a valid measure of success. A major concern with any survey is that survey respondents would bias their responses by overweighting positive outcomes and underweighting less favorable outcomes. Indeed, many of our respondents said that their previous fund was well above the median in terms of performance. On the other hand, our respondents gave what appear to be honest answers to the question of unicorn valuation.

To ascertain whether there is an appreciable bias, we compare the survey responses with data matched from VentureSource. We report two different measures of exits from VentureSource, the first using data over the past 10 years, spanning approximately respondents' previous fund and the second including the full sample data for the VC firm. The responses of our respondents and the data from VentureSource exhibit a high degree of correspondence although our respondents report a slightly higher percentage of IPOs and a lower percentage of failures, suggesting that our survey respondents are more successful than a random sampling of VCs. Survey respondents report that on average, 15% of the deals end in IPO, while the IPO rate in VentureSource data is 13%. Moreover, the subsample results are also consistent. For example, the Health and IT subsamples report 23% and 13% of IPOs, respectively. The matched VentureSource samples report similar values of 22% and 12%. Several VCs explicitly said that many of their M&A are disguised failures, supporting the difficulty of interpreting the M&A results from available datasets on VC outcomes. Overall, these results again suggest that the VC are, on average, reporting their experience truthfully.<sup>6</sup>

Empirically, it is difficult to measure the exact returns earned by VC firms using commercially available datasets, because doing so requires data on deal structure and eventual exits that are usually not available. To estimate the return distribution, we asked our survey respondents to describe the distribution of exit multiples that they experienced on their past investments. Table 23 indicates that,

---

<sup>6</sup>If we use only the matched VentureSource sample, the self-reported exit outcomes are virtually the same.

on average, 9% of exits have a multiple greater than 10 and a further 12% have a multiple between 5 and 10. There are more high multiple exits than IPOs (and not all IPOs result in such high exit multiples). On the other end of the spectrum, 24% of outcomes are reported to have lost money in a COC calculation. 19% had an exit multiple of between 1 and 2, likely losing money on a present value basis. These results confirm the wide dispersion of financial outcomes for VC investments and further supports the notion that there is a wide distribution among of outcome for M&A transactions. Early-stage and high IPO firms report higher multiples. The IT, Large, and CA subsamples have higher dispersion of outcomes, with more of the least and most successful outcomes.

## 6 Sources of value

### 6.1 Relative importance of deal sourcing, investment selection, and value-add

The previous sections have shown that VCs exert effort and expend resources on deal sourcing, deal selection and post-investment value-add. As mentioned earlier, Sørensen (2007) estimates the contribution of VC value-add to be 40% and that of deal sourcing and selection combined to be 60%. In Table 24, we ask the VCs both to assess and rank the importance of deal sourcing, deal selection, and VC value-add in contributing to value creation.

The top part of Table 24 indicates that a majority of VCs believe that all three are important for value creation with selection and value-add being important for roughly 85% and deal flow for 65%. The bottom part of Table 24 shows that deal selection emerges as the most important of the three with 49% of VCs ranking it most important. Value-add follows with 27% and deal flow lags with 23%.

Selection is assessed as the most important factor for all of the sub-categories, and is relatively more important for the high IPO firms. Deal flow is relatively more important for IT investors, large investors, and less successful investors, while value-add is relatively more important for small investors, health investors, and foreign investors.

While we do not ask exactly the same question as Sørensen, the results are qualitatively similar. Deal sourcing/deal selection and VC value-add both contribute to value creation, but deal sourcing/deal

selection is relatively more important. At the same time, we obtain a new result by distinguishing between deal sourcing and deal selection, and finding that deal selection is perceived as more important than both deal sourcing and VC value-add.

## 6.2 Sources of success and failure

In addition to asking about the relative importance of sourcing, selection and VC-value-added in their overall investment performance, we also asked the VCs to identify the most important drivers of success and failure in the investments they actually made.

Table 25 presents the results for success. Recalling our discussion of jockey versus horse, the team or jockey is important for success for 96% of the VCs and the most important factor for 56%. Not one of the business-related factors—business model, technology, market and industry—was rated most important by more than 10% of the VCs for success. Cumulatively, the four were rated most important by 25% for success. In this sample overall, then the jockey is perceived to be more important than the horse.

That said, there is some cross-sectional variation. For late stage VCs, the business-related factors cumulatively are of equal importance for success to the team. This suggests that as a company matures, the business becomes increasingly established while the specific executives become relatively less relatively. Business-related factors also are roughly equal in importance for healthcare investors, suggesting that the business—likely IP—is both more established and established earlier. The VCs also believe that timing and luck matter with over 50% of the VCs saying they are important and 12% and 6%, respectively, rating them as the most important factors. Interestingly, very few of the VCs ranked the board of directors or their own contribution as the most important factor for success. We view these results on timing, luck and own contribution, again, as encouraging that the VCs answered truthfully. One might have expected self-serving or even simply overconfident VCs to rank timing and luck less highly and their own contributions more highly.

Table 26 presents the results for failure. They are qualitatively similar to those for success. Overall, the team is the most important factor for success, particularly for early stage and IT VCs. The team and business-related factors are of roughly equal importance for later stage and healthcare investors.

Timing and luck play a role, although less of a role than in successes. And own contribution is of relatively little importance.

The emphasis on team as critical for success and failure is consistent with the VCs emphasis on team in selection. The lack of emphasis on own contribution is more surprising in that it appears less consistent with the finding in Table 24 that 27% of the VCs view value-add as the most important source of value creation. One way to reconcile these is that some value-add takes the form of choosing or putting in the right management team as well as improving the business model or picking the right time to invest.

## **7 Internal organization of VC firms**

Relatively little is known about the internal organization of VC firms. Because VCs are often secretive about the internal workings of their firms, we took this opportunity to ask how their firms are organized and structured. When possible, we then discuss how the organization and structure relate to VC decision making.

Table 27 confirms the perception that institutional VC firms are small organizations. The average VC firm in our survey employs 14 people, 5 of whom are senior partners in decision-making positions. VC firms have relatively few junior deal-making personnel (about one for each two partners) and an average of 1.3 venture partners. Others working at VC firms would include entrepreneurs in residence, analysts (likely at larger firms), back-end office personnel, and logistics personnel. Note that, as Table 4 shows, 82% of our survey respondents are senior partners, so our survey oversamples VCs in senior decision-making positions.

Early-stage VC firms are smaller and, in particular, have fewer junior deal-making personnel than late-stage VC firms. To the extent that junior-deal making personnel perform due diligence on the investments, this is consistent with the result that late-stage VCs focus relatively more on the business. Healthcare VC firms are more likely to have venture partners, again, potentially because healthcare and biotech industry investments require specialized skills to evaluate the business that non-full time venture partners (such as medical school faculty) can provide.

Table 28 considers the extent to which VCs specialize. In 60% of the funds, partners specialize in different tasks; this degree of specialization is relatively uniform across subsamples. If respondents answered that partners in their VC firm specialized in different tasks, we asked what the respondents specialized in. Respondents could choose more than one option. Table 28 shows that for those firms with specialized partners, 44% of respondents are generalists, 52% of respondents are responsible for fund raising, and 55% and 53% of them are also responsible for deal making and deal sourcing, respectively. Interestingly, almost a third of respondents also reported that they specialized in helping startups with networking activities. These patterns are consistent with the importance of deal sourcing and post-investment value-add.

We also asked the survey respondents to describe the structure of their normal work-week.<sup>7</sup> In Table 29, respondents report working an average of 55 hours per week. VCs spend the single largest amount of time working with their portfolio companies, 18 hours a week. This is consistent with the typical respondent holding 5 board seats. Healthcare VCs spend somewhat more time helping their companies than do IT VCs even though they serve on slightly fewer boards. Overall, the amount of time and involvement in portfolio companies is consistent with their reporting that they add value and help their companies.

Consistent with the importance of sourcing and selecting potential deals, sourcing and networking are the second and fourth most important activities, at, respectively, 15 and 7 hours per week. Networking also is likely useful for adding value to portfolio companies (through hiring and referring customers). VCs, then spend the bulk of their time on sourcing and value-adding activities. In addition, our VCs spend about 8 hours per week on managing their firms and about 3 hours each week managing LP relationships and fundraising. This last result also speaks to the seniority of our sample respondents.

The next set of questions address the VCs' compensation and investment practices. In the VC industry, success attribution is possible because in most cases a specific partner is responsible for a portfolio company. Alternatively, firms may choose to compensate partners on firm success to encourage cooperation among partners and to remove the incentive to do suboptimal deals in order to get credit for them. We therefore were interested in whether partners of VC firms are compensated depending on individual investments. Table 30 reports that 74% of VC firms compensate their

---

<sup>7</sup>Hoyt, Gouw and Strebulaev (2012) and Rust (2003) present some earlier evidence on VCs' time use.



partners based on individual success. Interestingly, more successful and larger VC firms are somewhat less likely to allocate compensation based on success. Table 30 also reports that in 44% of VC firms' partners receive an equal share of the carry, particularly partners in early-stage funds. Similarly, in 49% of the firms, partners invest an equal share of fund capital. These results are arguably consistent with firms balancing the need for cooperation against the need to reward individual success.

Overall, VC firms appear to approach compensating their partners in different ways. This has not been explored in detail in academic research. Agency theories suggest that compensation structures should have a substantial impact on effort provision and eventual outcomes. Chung, Sensoy, Stern and Weisbach (2012) show that explicit pay for performance incentives exist in VC and PE, but there are also powerful implicit incentives that come with the need to raise additional capital in the future. Our results suggest that studying the relationship between compensation of VCs, their contracts with their investors (LPs), and outcomes would be an interesting avenue for further research.

We conclude this section by asking reporting how funds make investment decisions within the partnership.<sup>8</sup> Table 31 reports that roughly half the funds—particularly smaller funds, healthcare funds and non-California funds—require a unanimous vote of the partners. An additional 7% of funds require a unanimous vote less one. Roughly 20% of the funds require consensus with some partners having veto power. Finally, 15% of the funds require a majority vote. Understanding whether these decision rules affect investment and partnership success is also an interesting avenue for future research.

## 8 Conclusion

In this paper, we seek to better understand what VCs do and, potentially, why they have been successful. We survey 885 institutional VCs at 681 firms to learn how they make decisions. Using the framework in Kaplan and Strömberg (2001), we provide detailed information on VCs' practices in pre-investment screening (sourcing evaluating and selecting investments), in structuring investments, and in post-investment monitoring and advising.

---

<sup>8</sup>Not reported, most firms use the same decision process for initial and subsequent financing rounds.

The paper makes academic contributions in two broad areas. First, our results add to the literature on the nature of and relative importance of deal sourcing, deal selection, and value-added. VCs devote substantial resources to all three. While deal sourcing, deal selection, and post-investment value-added all contribute to value creation, deal selection emerges as the most important of the three for our sample of VCs. The result is consistent with Sørensen (2007), but extends Sørensen and presents new results that distinguish deal sourcing and deal selection.

We also add to the literature on deal selection and deal success. Not surprisingly, deal selection and deal success are related to both the management team and business-related characteristics of the portfolio companies. Overall, however, our sample VCs, particularly those investing in early stage and IT deals, consider the management team as more important both for deal selection and for deal outcome. This result is consistent with the results in Bernstein et al. (2017) that angel investors focus more on the team. The result is less consistent with Kaplan et al. (2009) who find that the management team changes more than the business. There are two ways to reconcile their results with ours. It is possible that VCs invest in teams that they believe are good at picking businesses. It also is possible that VCs focus on the team because they expect that several companies will enter a particularly good space or business. A potential future use of our data set is to see if cross-sectional variation in that view predicts future VC performance.

Second, we find little evidence that VCs use the net present value or discounted cash flow techniques taught at business schools and recommended by academic finance. This contrasts with the results in Graham and Harvey (2001) for CFOs, but is more similar to the results for private equity investors in Gompers, Kaplan and Mukharlyamov (2016). Like the private equity investors, the VCs rely on multiples of invested capital and internal rates of return. Unlike the CFOs and private equity investors, a meaningful minority of VCs do not forecast cash flows at all.

Finally, our results also are potentially relevant for practitioners, particularly entrepreneurs who are interested in raising funds from VCs. They can use these results to understand how they will be evaluated, what kinds of contracts they can negotiate and what they can expect VCs to do post-investment.

## References

- Amornsiripanitch, N., Gompers, P. and Xuan, Y. (2016), More than money: Venture capitalists on boards. Harvard Business School Working Paper.
- Baker, M. and Gompers, P. A. (2003), ‘The determinants of board structure at the initial public offering’, *Journal of Law and Economics* **46**(2), 569–598.
- Baron, J. N. and Hannan, M. T. (2002), ‘Organizational blueprints for success in high-tech start-ups: Lessons from the Stanford project on emerging companies’, *California Management Review* **44**(3), 8–36.
- Bernstein, S., Korteweg, A. and Laws, K. (2017), ‘Attracting early stage investors: Evidence from a randomized field experiment’, *The Journal of Finance* **72**(2), 509–538.
- Chen, H., Gompers, P., Kovner, A. and Lerner, J. (2010), ‘Buy local? The geography of venture capital’, *Journal of Urban Economics* **67**(1), 90–102.
- Chung, J.-W., Sensoy, B. A., Stern, L. and Weisbach, M. S. (2012), ‘Pay for performance from future fund flows: The case of private equity’, *Review of Financial Studies* **25**(11), 3259–3304.
- DaRin, M. and Phalippou, L. (2014), There is something special about large investors: Evidence from a survey of private equity limited partners. TILEC Discussion Paper.
- Gompers, P. A. (1996), ‘Grandstanding in the venture capital industry’, *Journal of Financial Economics* **42**(1), 133–156.
- Gompers, P. A., Mukharlyamov, V. and Xuan, Y. (2016), ‘The cost of friendship’, *Journal of Financial Economics* **119**(3), 626–644.
- Gompers, P., Kaplan, S. N. and Mukharlyamov, V. (2016), ‘What do private equity firms say they do?’, *Journal of Financial Economics* **121**(3), 449–476.
- Gompers, P., Kovner, A., Lerner, J. and Scharfstein, D. (2010), ‘Performance persistence in entrepreneurship’, *Journal of Financial Economics* **96**(1), 18–32.
- Gompers, P. and Lerner, J. (2001), *The Money of Invention*, Harvard Business School Press, Boston.

- Gorman, M. and Sahlman, W. A. (1989), ‘What do venture capitalists do?’, *Journal of Business Venturing* **4**(4), 231–248.
- Gornall, W. and Strebulaev, I. A. (2015), The economic impact of venture capital: Evidence from public companies. Stanford University Working Paper.
- Graham, J. R. and Harvey, C. R. (2001), ‘The theory and practice of corporate finance: Evidence from the field’, *Journal of Financial Economics* **60**(2), 187–243.
- Harris, R., Jenkinson, T. and Kaplan, S. (2016), ‘How do private equity investments perform compared to public equity?’, *Journal of Investment Management* **14**(3), 1–24.
- Harris, R. S., Jenkinson, T. and Kaplan, S. N. (2014), ‘Private equity performance: What do we know?’, *The Journal of Finance* **69**(5), 1851–1882.
- Hellmann, T. and Puri, M. (2000), ‘The interaction between product market and financing strategy: The role of venture capital’, *Review of Financial Studies* **13**(4), 959–984.
- Hellmann, T. and Puri, M. (2002), ‘Venture capital and the professionalization of start-up firms: Empirical evidence’, *The Journal of Finance* **57**(1), 169–197.
- Hoyt, D., Gouw, T. and Strebulaev, I. (2012), A day in the life of a venture capitalist. Teaching Note.
- Hsu, D. H. (2004), ‘What do entrepreneurs pay for venture capital affiliation?’, *The Journal of Finance* **59**(4), 1805–1844.
- Kaplan, S. N. and Lerner, J. (2010), ‘It ain’t broke: The past, present, and future of venture capital’, *Journal of Applied Corporate Finance* **22**(2), 36–47.
- Kaplan, S. N., Sensoy, B. A. and Strömberg, P. (2009), ‘Should investors bet on the jockey or the horse? Evidence from the evolution of firms from early business plans to public companies’, *The Journal of Finance* **64**(1), 75–115.
- Kaplan, S. N. and Strömberg, P. (2001), ‘Venture capitals as principals: Contracting, screening, and monitoring’, *American Economic Review: Papers and Proceedings* **91**(2), 426–430.
- Kaplan, S. N. and Strömberg, P. (2003), ‘Financial contracting theory meets the real world: An empirical analysis of venture capital contracts’, *The Review of Economic Studies* **70**(2), 281–315.

- Kaplan, S. N. and Strömberg, P. E. (2004), ‘Characteristics, contracts, and actions: Evidence from venture capitalist analyses’, *The Journal of Finance* **59**(5), 2177–2210.
- Lerner, J. (1995), ‘Venture capitalists and the oversight of private firms’, *The Journal of Finance* **50**(1), 301–318.
- Lintner, J. (1956), ‘Distribution of incomes of corporations among dividends, retained earnings, and taxes’, *American Economic Review* **46**(2), 97–113.
- Rust, C. (2003), The role of human capital assessment (HCA) in venture capital due diligence. Masters Thesis for the Engineering Management College of Engineering and Applied Science.
- Sahlman, W. A. (1990), ‘The structure and governance of venture-capital organizations’, *Journal of Financial Economics* **27**(2), 473–521.
- Sørensen, M. (2007), ‘How smart is smart money? A two-sided matching model of venture capital’, *The Journal of Finance* **62**(6), 2725–2762.

**Table 1:** Description of Subsamples

This table describes the subsamples used in our main analysis.

Subsample	Description
Stage: Early	Respondents who answered that they specialize on seed- or early-stage companies and do not specialize on mid- or late-stage companies.
Stage: Late	Respondents who answered that they specialize on mid- or late-stage companies and not on seed- or early-stage companies.
Industry: IT	Respondents who answered that they specialize in the IT, software, or consumer internet industries and do not specialize in any industry other than those three.
Industry: Health	Respondents who answered that they specialize on the healthcare industry and do not specialize in any other industry.
IPO Rate: High	Respondents whose VC firm has at least 10 exited investments over the past ten years and has an above-median % IPO rate for those investments.
IPO Rate: Low	Respondents whose VC firm has at least 10 exited investments over the past ten years and has a below-median % IPO rate for those investments.
Fund Size: Large	Respondents who reported an above-median committed capital for their current fund. If a response was not given, the fund size from VentureSource was used.
Fund Size: Small	Respondents who reported a below-median committed capital for their current fund. If a response was not given, the fund size from VentureSource was used.
Location: CA	Respondents whose LinkedIn profile indicates they are located in California. If this information is not available, the firm headquarters location is used.
Location: OthUS	Respondents whose LinkedIn profile indicates they are located in the U.S. but not in California. If this information is not available, the firm headquarters location is used.
Location: Fgn	Respondents whose LinkedIn profile indicates they are located outside of the U.S. If this information is not available, the firm headquarters location is used.

**Table 2: Number of VC Firm Respondents**

Count of survey respondents and the firms that they belong to. The first panel looks at all surveys, the second panel looks at our main sample of completed surveys from respondents at institutional VC funds.

	Respondents		Firms	
	N	%	N	%
Total responses	1110	100	861	100
Respondents at institutional VC firms	885	80	681	79
Respondents in corporate VC	141	13	120	14
Respondents at other investors	84	8	82	10
<hr/>				
Sample: Respondents at institutional VC funds				
Total responses	885	100	681	100
Completed surveys	565	64	470	69
Surveys completed on behalf of someone else	11	1	11	2
Matched to VentureSource	789	89	589	86
Specialize on an investment stage	524	59	423	62
Seed- or early-stage	401	45	325	48
Only seed- or early-stage	292	33	245	36
Mid- or late-stage	217	25	192	28
Only mid- or late-stage	108	12	96	14
Specialize on an investment industry	527	60	417	61
Software, IT, Consumer Internet	347	39	282	41
Only Software, IT, Consumer Internet	159	18	135	20
Healthcare	260	29	210	31
Only Healthcare	113	13	88	13
Financial	109	12	100	15
Energy	76	9	69	10
Specialize on an investment geography	404	46	342	50
California	92	10	80	12
U.S. East Coast	81	9	71	10
Other	75	8	66	10
Location of venture capitalist	885	100	681	100
California	258	29	190	28
Other U.S.	340	38	275	40
Foreign	287	32	249	37

**Table 3: Statistics on VC Firm Respondents**

A number of statistics on our sample of firms. For each measure, we report the number of firms we have that measure for and the across-firm averages, quartiles, and standard deviations. The symbol <sup>vs</sup> denotes data from Dow Jones VentureSource.

	N	Mean	Pct 25	Median	Pct 75	Std Dev
Fund characteristics						
Fund Size (\$m)	557	286	58	120	286	775
Fund Size (\$m) <sup>vs</sup>	471	370	34	100	253	1335
Vintage year	547	2012	2011	2014	2015	4
Vintage year <sup>vs</sup>	477	2010	2008	2012	2014	5
Firm characteristics						
Year founded <sup>vs</sup>	508	1998	1994	2000	2005	10
Number of partners	602	4.8	3.0	4.0	5.0	6.1
Number of investments <sup>vs</sup>	484	169	28	73	196	261
Average round size (\$m) <sup>vs</sup>	467	33	6	11	19	178
% of exited investments IPO <sup>vs</sup>	482	12	0	8	20	14
% of investments exited <sup>vs</sup>	484	71	58	77	89	22
% US deals <sup>vs</sup>	484	66	17	91	100	41
Intend to raise another fund	436	84	100	100	100	36
Previous fund decile	280	7.8	7.0	8.0	9.0	1.9
Previous fund vintage year	329	2007	2005	2008	2011	5

**Table 4: Job Title of Respondents**

The percentage of respondents who report having each job title.

	All	Stage		Industry		IPO Rate		Fund Size		Location		
		Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Managing Partner	20 (2)	21 (3)	19 (4)	20 (3)	18 (4)	23 (3)	23 (3)	22 (2)	19 (2)	19 (3)	21 (3)	20 (3)
General Partner	22 (2)	21 (3)	22 (4)	27 (4)	20 (4)	25 (3)	22 (3)	24 (2)	20 (2)	26 (3)	23 (3)	17** (2)
Partner	40 (2)	39 (3)	40 (5)	40 (4)	43 (5)	34 (4)	34 (3)	32*** (3)	45*** (3)	37 (3)	36 (3)	45** (3)
Venture Partner	3 (1)	3 (1)	2 (1)	2* (1)	6* (3)	5 (2)	4 (1)	4 (1)	3 (1)	4 (1)	3 (1)	3 (1)
Principal	3 (1)	3 (1)	3 (2)	2 (1)	1 (1)	2 (1)	2 (1)	3 (1)	2 (1)	4 (1)	3 (1)	2 (1)
Associate	5 (1)	5 (1)	6 (2)	3 (1)	4 (2)	3 (1)	6 (2)	5 (1)	5 (1)	3 (1)	5 (1)	6 (1)
Managing Director	2 (0)	1 (1)	2 (1)	1 (1)	2 (1)	2 (1)	1 (1)	3* (1)	1* (0)	3 (1)	1 (1)	2 (1)
Other	7 (1)	6 (1)	6 (2)	5 (2)	5 (2)	7 (2)	8 (2)	7 (1)	6 (1)	5* (1)	8* (2)	7 (2)
Number of responses	623	244	96	133	88	148	164	265	340	178	245	224



**Table 5: Sources of Investments**

The percentage of deals closed in the past twelve months originating from each source.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Inbound from management	10 (1)	12* (1)	7* (2)	10 (1)	13 (2)	11 (2)	10 (1)	10 (1)	10 (1)	10 (2)	9 (1)	11 (2)
Referred by portfolio company	8 (1)	9** (1)	4** (1)	10 (2)	6 (2)	6 (1)	8 (1)	7 (1)	8 (1)	7 (1)	7 (1)	10* (1)
Referred by other investors	20 (1)	22 (2)	17 (3)	21 (2)	18 (3)	21 (2)	20 (2)	18 (2)	21 (2)	18 (2)	22 (2)	18 (2)
Professional network	31 (1)	31 (2)	25 (3)	27 (3)	29 (4)	30 (3)	33 (3)	31 (2)	31 (2)	33 (3)	30 (2)	29 (2)
Proactively self-generated	28 (1)	23*** (2)	42*** (4)	28 (3)	30 (3)	29 (3)	28 (3)	30 (2)	27 (2)	27 (2)	28 (2)	29 (2)
Quantitative sourcing	2 (0)	1 (1)	3 (1)	3 (1)	2 (1)	3* (1)	1* (1)	2 (1)	2 (1)	2 (1)	2 (1)	2 (1)
Number of responses	446	202	72	107	68	114	122	200	246	123	179	160

**Table 6: Potential Investments that Reach Each Stage of the Deal Funnel**

The first panel shows the median number of potential investments reaching each stage of consideration, among investments considered in the past twelve months. The second panel reports the average number of deals at each stage for every closed deal.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Median number of potential investments reaching stage												
Considered	200 (20)	250*** (32)	100*** (27)	275 (55)	185 (53)	300** (40)	150** (43)	200 (30)	180 (28)	200 (31)	150 (34)	200 (42)
Met management	50 (1)	60 (14)	40 (7)	100*** (13)	40*** (8)	60 (17)	40 (5)	50 (11)	44 (4)	90*** (18)	45*** (5)	50 (4)
Reviewed with partners	20 (1)	20 (2)	20 (3)	30*** (4)	15*** (3)	23 (3)	20 (2)	20 (1)	20 (2)	23 (3)	20 (2)	20 (2)
Exercised due diligence	12 (2)	13 (2)	12 (3)	15 (2)	10 (2)	17** (2)	11** (2)	15** (2)	10** (1)	15 (2)	12 (2)	10*** (1)
Offered term sheet	5.5 (0.4)	5.0 (0.6)	6.0 (0.5)	7.0* (0.8)	5.0* (0.5)	5.0 (0.6)	5.5 (0.5)	5.5 (0.5)	5.0 (0.4)	6.0 (0.6)	5.0 (0.5)	5.5 (0.4)
Closed	4.0 (0.3)	4.0 (0.5)	3.0 (0.2)	5.0*** (0.3)	3.0*** (0.4)	3.5 (0.5)	4.0 (0.5)	3.5 (0.5)	4.0 (0.4)	4.0 (0.6)	3.5 (0.5)	4.0 (0.4)
Potential investments reaching stage per closed deal												
Considered per close	101 (7)	119 (14)	94 (17)	151** (22)	78** (10)	123 (15)	107 (13)	111 (11)	96 (9)	115 (15)	87 (9)	110 (12)
Met management	28 (3)	34 (7)	24 (3)	50* (13)	20* (3)	45* (11)	23* (2)	37** (6)	21** (2)	46*** (10)	22*** (2)	23 (2)
Reviewed with partners	10 (1)	11 (3)	10 (2)	13 (5)	11 (3)	15* (4)	8* (1)	11 (1)	10 (2)	10 (1)	12 (3)	8 (1)
Exercised due diligence	4.8 (0.3)	4.6 (0.4)	4.4 (0.4)	5.3 (0.6)	5.3 (0.6)	6.3*** (0.7)	4.1*** (0.4)	5.3* (0.4)	4.4* (0.4)	5.2 (0.3)	5.4 (0.5)	3.7*** (0.4)
Offered term sheet	1.7 (0.1)	1.5*** (0.0)	2.3*** (0.2)	1.6 (0.1)	1.6 (0.1)	1.8 (0.1)	1.7 (0.1)	1.7 (0.1)	1.7 (0.1)	1.7 (0.1)	1.8 (0.1)	1.6 (0.1)
Number of responses	442	195	76	106	64	117	119	205	238	125	180	155

**Table 7: Important Factors for Investment Selection**

The percentage of respondents who marked each attribute as important (top) and as most important (bottom) when deciding whether to invest.

Important factor	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Team	95 (1)	96 (1)	93 (3)	96 (2)	91 (3)	96 (2)	96 (1)	96 (1)	95 (1)	97 (1)	93 (2)	96 (1)
Business Model	83 (2)	84 (2)	86 (4)	85* (3)	75* (4)	79 (3)	82 (3)	83 (2)	82 (2)	83 (3)	84 (2)	81 (3)
Product	74 (2)	81*** (2)	60*** (5)	75 (4)	81 (4)	75 (3)	74 (3)	71* (3)	77* (2)	81** (3)	71** (3)	73 (3)
Market	68 (2)	74 (3)	69 (5)	80*** (3)	56*** (5)	68 (4)	74 (3)	67 (3)	70 (3)	76** (3)	66** (3)	64 (3)
Industry	31 (2)	30 (3)	37 (5)	33** (4)	19* (4)	25 (3)	29 (3)	30 (3)	31 (3)	31 (3)	37 (3)	24*** (3)
Valuation	56 (2)	47*** (3)	74*** (5)	54* (4)	42* (5)	59* (4)	49* (4)	59* (3)	52* (3)	63 (4)	60 (3)	46*** (3)
Ability to add value	46 (2)	44 (3)	54 (5)	41 (4)	45 (5)	39* (4)	48* (4)	41** (3)	51** (3)	46 (4)	48 (3)	46 (3)
Fit	50 (2)	48 (3)	54 (5)	49 (4)	40 (5)	38** (4)	50** (4)	46** (3)	54** (3)	48 (4)	51 (3)	50 (3)
Most important factor												
Team	47 (2)	53** (3)	39** (5)	50*** (4)	32*** (5)	44 (4)	51 (4)	44 (3)	50 (3)	42 (4)	44 (3)	55*** (3)
Business model	10 (1)	7*** (2)	19*** (4)	10 (3)	6 (3)	7 (2)	11 (2)	10 (2)	10 (2)	11 (2)	11 (2)	8 (2)
Product	13 (1)	12 (2)	8 (3)	12*** (3)	34*** (5)	18* (3)	11* (2)	15* (2)	10* (2)	13 (2)	14 (2)	11 (2)
Market	8 (1)	7 (2)	11 (3)	13* (3)	6* (3)	11 (2)	10 (2)	11*** (2)	5*** (1)	15*** (3)	5*** (1)	5 (2)
Industry	6 (1)	6 (1)	4 (2)	3* (2)	9* (3)	6 (2)	3 (1)	7* (2)	4* (1)	7 (2)	7 (2)	2** (1)
Valuation	1 (0)	0*** (0)	3*** (2)	0* (0)	2* (2)	3 (1)	1 (1)	2 (1)	1 (1)	2 (1)	1 (1)	1 (1)
Ability to add value	2 (1)	2 (1)	2 (2)	1 (1)	1 (1)	2 (1)	2 (1)	1 (1)	2 (1)	1 (1)	2 (1)	2 (1)
Fit	14 (1)	13 (2)	13 (4)	9 (2)	9 (3)	9 (2)	12 (2)	10** (2)	17** (2)	10* (2)	16* (2)	15 (2)
Number of responses	558	241	90	129	86	138	156	251	310	161	218	199

**Table 8: Important Qualities in a Management Team**

The fraction of respondents who marked each quality as among the most important qualities in a management team.

Important factor	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Industry experience	60 (2)	58 (3)	55 (5)	54*** (4)	77*** (4)	62 (4)	61 (4)	60 (3)	60 (3)	53** (4)	65** (3)	61 (3)
Entrepreneurial experience	50 (2)	48 (3)	44 (5)	49 (4)	55 (5)	48 (4)	53 (4)	47 (3)	52 (3)	46 (4)	55 (3)	48 (3)
Ability	67 (2)	65** (3)	76** (4)	69 (4)	59 (5)	70 (3)	63 (4)	69 (3)	64 (3)	72 (3)	69 (3)	62** (3)
Teamwork	50 (2)	52 (3)	50 (5)	47 (4)	49 (5)	42** (4)	54** (4)	50 (3)	51 (3)	47 (4)	52 (3)	50 (3)
Passion	54 (2)	59 (3)	53 (5)	60*** (4)	42*** (5)	55 (4)	57 (4)	53 (3)	56 (3)	58* (4)	49* (3)	58 (3)
Number of responses	561	242	91	132	87	139	157	250	314	161	220	202

**Table 9:** Investment Process Questions

This table summarizes the responses to a number of questions on VC firm's investment process.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Days to close deal	83 (3)	73*** (3)	106*** (14)	59*** (3)	98*** (5)	83 (8)	83 (4)	80 (5)	86 (3)	65** (8)	83** (3)	96*** (4)
Number of responses	523	223	83	120	84	133	142	231	294	144	206	192
Hours on due diligence	118 (9)	81*** (6)	184*** (39)	76*** (7)	120*** (10)	101 (10)	121 (23)	125 (16)	111 (9)	81** (8)	129** (17)	132 (14)
Number of responses	433	194	68	95	72	116	115	201	232	127	178	144
References called	10 (0)	8*** (0)	13*** (1)	10 (1)	11 (1)	12 (1)	11 (1)	12*** (1)	9*** (0)	11 (1)	11 (1)	9** (1)
Number of responses	439	195	70	100	71	117	116	204	235	126	180	150

**Table 10:** Financial Metrics Used to Analyze Investments

The percentage of respondents who use each financial metric to analyze investments.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
None	9 (1)	17*** (2)	1*** (1)	13 (3)	7 (3)	10 (2)	12 (2)	9 (2)	10 (2)	11 (2)	8 (2)	10 (2)
Cash-on-cash multiple	63 (2)	56*** (3)	71*** (5)	57** (4)	72** (5)	72* (3)	63* (4)	65 (3)	61 (3)	66 (4)	66 (3)	58** (3)
IRR	42 (2)	26*** (3)	60*** (5)	33 (4)	42 (5)	35 (4)	36 (4)	40 (3)	42 (3)	31*** (4)	49*** (3)	42 (3)
NPV	22 (2)	12** (2)	21** (4)	16** (3)	29** (5)	19 (3)	16 (3)	24 (3)	21 (2)	16 (3)	20 (3)	29*** (3)
Other	8 (1)	9 (2)	4 (2)	7 (2)	10 (3)	8 (2)	8 (2)	8 (2)	7 (1)	9 (2)	6 (2)	9 (2)
Number of metrics	2.1 (0.0)	1.8*** (0.1)	2.4*** (0.1)	2.0 (0.1)	2.0 (0.1)	2.0 (0.1)	2.0 (0.1)	2.1 (0.1)	2.0 (0.1)	2.0 (0.1)	2.1 (0.1)	2.1 (0.1)
Number of responses	546	238	90	130	88	136	152	243	306	156	217	195
Often make gut investment decisions	44 (2)	48* (3)	37* (5)	45* (4)	34* (5)	42 (4)	43 (4)	40* (3)	47* (3)	41 (4)	41 (3)	49** (3)
Number of responses	563	243	91	132	88	140	158	251	315	162	221	202
Quantitatively analyze past investments	11 (1)	12 (2)	8 (3)	11 (3)	16 (4)	15 (3)	11 (3)	11 (2)	11 (2)	12 (3)	9 (2)	13 (3)
Number of responses	488	213	82	115	76	127	138	228	263	140	199	169

**Table 11:** Required IRR and Cash-on-Cash Multiples for Investments

The mean and median required IRR and the mean and median required cash-on-cash multiple for investment.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Required IRR	31 (1)	33* (2)	29* (1)	34 (2)	33 (2)	30 (2)	30 (2)	28*** (1)	33*** (1)	31 (2)	30 (1)	31 (1)
Median	30 (1)	30 (1)	30 (2)	30 (2)	30 (2)	30 (2)	28 (2)	25** (2)	30** (1)	30 (1)	30 (2)	30 (1)
Number of responses	216	58	49	41	35	48	52	99	114	48	93	79
Required cash-on-cash	5.5 (0.3)	7.5*** (0.8)	3.2*** (0.1)	7.0 (1.3)	4.9 (0.3)	6.2 (0.9)	5.4 (0.3)	4.9** (0.2)	6.2** (0.6)	6.7** (1.0)	4.8** (0.2)	5.5 (0.3)
Median	5.0 (0.5)	5.0* (0.8)	3.0* (0.0)	5.0 (0.1)	4.5 (0.5)	5.0 (0.3)	5.0 (0.2)	4.0** (0.4)	5.0** (0.2)	5.0 (0.4)	4.0 (0.5)	5.0 (0.4)
Number of responses	346	127	63	73	61	104	96	165	179	103	141	114

**Table 12:** Adjustments to Required Financial Metrics

The percentage of respondents who report that their required financial metrics vary with each factor.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Same for all investments	23 (2)	26 (3)	30 (5)	27 (4)	21 (5)	23 (4)	22 (4)	19** (3)	27** (3)	24 (4)	22 (3)	23 (3)
Investment's riskiness	64 (2)	52*** (4)	69*** (5)	53** (5)	67** (5)	71 (4)	67 (4)	68* (3)	61* (3)	63 (4)	65 (3)	65 (3)
Financial market conditions	19 (2)	16 (3)	17 (4)	19 (4)	19 (4)	19 (3)	19 (3)	17 (2)	20 (2)	17 (3)	21 (3)	18 (3)
Industry conditions	26 (2)	26 (3)	19 (4)	21 (4)	25 (5)	24 (4)	23 (4)	25 (3)	27 (3)	23 (4)	28 (3)	26 (3)
Time to liquidity	56 (2)	57* (4)	46* (5)	49*** (5)	73*** (5)	58 (4)	57 (4)	59 (3)	54 (3)	56 (4)	60 (3)	52 (4)
Other	5 (1)	4 (1)	4 (2)	9** (3)	2** (1)	3* (1)	7* (2)	6 (1)	4 (1)	6 (2)	5 (1)	5 (2)
Number of responses	490	192	89	109	78	123	131	224	267	136	195	178

**Table 13:** Adjustments to Financial Metrics for Systematic and Idiosyncratic Risk

The percentage of respondents who adjust their required financial metric more or less for systematic risk than for idiosyncratic risk.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Do not adjust for risk	36 (2)	48*** (4)	31*** (5)	47** (5)	33** (5)	29 (4)	33 (4)	32* (3)	39* (3)	37 (4)	35 (3)	35 (3)
Adjust, treat all risk the same	42 (2)	33*** (3)	50*** (5)	35 (4)	40 (5)	47 (4)	40 (4)	42 (3)	41 (3)	42 (4)	41 (3)	44 (4)
Adjust, discount systematic risk more	5 (1)	5 (2)	2 (2)	6 (2)	8 (3)	4 (2)	3 (2)	4 (1)	5 (1)	3 (1)	4 (1)	7 (2)
Adjust, discount idiosyncratic risk more	14 (1)	13 (2)	13 (4)	10 (3)	13 (4)	14 (3)	18 (3)	17* (2)	11* (2)	14 (3)	15 (3)	12 (2)
Other	4 (1)	2 (1)	4 (2)	3 (1)	6 (3)	7 (2)	6 (2)	5 (1)	4 (1)	4 (2)	5 (1)	3 (1)
Number of responses	490	192	89	109	78	123	131	224	267	136	195	178

**Table 14:** Benchmarks Important to LPs

The percentage of respondents who indicate a given benchmark is important (top) and as most important (bottom) to LPs. ‘Fraction that are relative’ is the average percentage of selected benchmarks that are relative to either the S&P 500 or to other VC funds.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Important benchmark												
Cash-on-cash multiple	84 (2)	87 (2)	85 (4)	89 (3)	87 (4)	85 (3)	88 (3)	90*** (2)	80*** (3)	90* (3)	83* (3)	82 (3)
Net IRR	81 (2)	77** (3)	89** (3)	84 (4)	75 (5)	87 (3)	80 (4)	84 (2)	78 (3)	78 (4)	85 (3)	78 (3)
Gross IRR	27 (2)	26 (3)	32 (5)	29 (4)	21 (5)	15*** (3)	29*** (4)	23* (3)	31* (3)	28 (4)	21 (3)	32* (4)
Perf. relative to S&P 500	23 (2)	25 (3)	28 (5)	25* (4)	14* (4)	24 (4)	23 (4)	25 (3)	22 (3)	29 (4)	27 (3)	14*** (3)
Perf. relative to VC funds	60 (2)	63 (3)	61 (6)	66 (5)	55 (6)	70 (4)	64 (4)	65* (3)	56* (3)	67 (4)	59 (4)	57 (4)
Other	2 (1)	1 (1)	0 (0)	0** (0)	5** (2)	2 (1)	1 (1)	1 (1)	3 (1)	3 (1)	2 (1)	1 (1)
Most important benchmark												
Cash-on-cash multiple	52 (2)	59 (3)	50 (6)	67 (5)	59 (6)	54 (4)	51 (4)	55 (3)	49 (3)	61 (4)	54 (4)	41*** (4)
Net IRR	32 (2)	26* (3)	36* (6)	23 (4)	25 (5)	32 (4)	29 (4)	31 (3)	34 (3)	26 (4)	32 (3)	37* (4)
Gross IRR	6 (1)	4 (1)	6 (3)	4 (2)	7 (3)	1** (1)	6** (2)	5 (2)	6 (1)	5 (2)	3 (1)	9** (2)
Perf. relative to S&P 500	1 (1)	2 (1)	3 (2)	0 (0)	0 (0)	2 (1)	3 (2)	1 (1)	2 (1)	0* (0)	3* (1)	1 (1)
Perf. relative to VC funds	8 (1)	9 (2)	5 (3)	5 (2)	8 (3)	10 (3)	11 (3)	7 (2)	9 (2)	7 (2)	7 (2)	11 (2)
Other	1 (0)	1 (1)	0 (0)	0 (0)	1 (1)	1 (1)	1 (1)	0 (0)	1 (1)	1 (1)	1 (1)	1 (1)
Number of benchmarks	3 (0)	3 (0)	3 (0)	3** (0)	3** (0)	3 (0)	3 (0)	3* (0)	3* (0)	3 (0)	3 (0)	3* (0)
Number of responses	446	199	75	99	74	117	120	209	242	128	182	153

**Table 15: Target Returns and Performance Expectations**

The first section reports the mean and median net IRR that respondents market to LPs as target. The second section reports the same statistics for net cash-on-cash multiple. The third and fourth section reports VCs expectations for their performance and the performance of the VC industry, both relative to the market.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
IRR marketed to LPs	24 (2)	24 (2)	21 (1)	23 (1)	21 (1)	21 (1)	25 (4)	24 (3)	23 (2)	23 (1)	27 (4)	21 (1)
Median	20 (0)	20 (1)	20 (0)	20 (1)	20 (0)	20 (0)	20 (0)	20 (0)	20 (0)	20 (1)	20 (0)	20 (0)
Number of responses	364	152	65	75	64	101	90	171	197	93	150	130
Multiple marketed to LPs	3.5 (0.2)	3.8** (0.3)	2.8** (0.2)	3.5 (0.3)	3.3 (0.3)	3.4 (0.3)	3.5 (0.3)	3.5 (0.2)	3.6 (0.2)	3.5 (0.3)	3.5 (0.3)	3.6 (0.4)
Median	3.0 (0.0)	3.0*** (0.0)	2.5*** (0.0)	3.0 (0.0)	3.0 (0.1)	3.0 (0.1)	3.0 (0.1)	3.0 (0.1)	3.0 (0.0)	3.0 (0.0)	3.0 (0.1)	3.0 (0.1)
Number of responses	380	165	69	82	65	106	98	183	201	104	155	134
My investments will outperform the stock market	93 (1)	93 (2)	96 (2)	97 (2)	92 (3)	91 (3)	93 (2)	94 (2)	93 (2)	97 (2)	93 (2)	91* (2)
Number of responses	433	192	72	97	73	120	115	202	236	127	178	144
VC overall will outperform the stock market	71 (2)	72 (3)	73 (5)	72 (4)	72 (5)	68 (4)	69 (4)	69 (3)	73 (3)	68 (4)	69 (3)	77* (3)
Number of responses	438	195	72	99	74	120	115	203	239	129	180	145

**Table 16: Forecasting Period**

The portion of respondents who report forecasting portfolio company financials for each time period.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Do not forecast	20 (2)	31*** (3)	7*** (3)	22 (4)	29 (5)	19 (3)	17 (3)	17** (2)	24** (2)	24 (3)	20 (3)	18 (3)
1-2 years	11 (1)	14 (2)	8 (3)	20** (4)	8** (3)	12 (3)	12 (3)	9 (2)	11 (2)	12 (3)	9 (2)	12 (2)
3-4 years	40 (2)	38 (3)	39 (5)	41* (4)	28* (5)	38 (4)	43 (4)	44* (3)	36* (3)	38 (4)	36 (3)	44* (3)
5-6 years	27 (2)	16*** (2)	42*** (5)	16* (3)	27* (5)	28 (4)	25 (3)	27 (3)	27 (3)	24** (3)	34** (3)	21** (3)
7+ years	3 (1)	1** (1)	5** (2)	1*** (0)	8*** (3)	4 (1)	2 (1)	3 (1)	2 (1)	2 (1)	1 (1)	5** (2)
Average	3.1 (0.1)	2.4*** (0.1)	3.9*** (0.2)	2.5** (0.2)	3.2** (0.3)	3.2 (0.2)	3.0 (0.1)	3.2 (0.1)	2.9 (0.1)	2.8 (0.2)	3.1 (0.1)	3.2 (0.2)
Number of responses	530	225	90	123	82	131	146	237	295	149	211	191
% of companies which meet projections	28 (1)	26*** (1)	33*** (2)	28 (2)	28 (2)	28** (2)	23** (1)	31*** (1)	26*** (1)	28 (2)	27 (1)	29 (1)
Number of responses	493	214	82	115	77	126	129	228	264	141	195	176

**Table 17: Important Factors for Portfolio Company Valuation**

The percentage of respondents who marked each factor as important (top) and as most important (bottom) for setting valuation.

Important factor	Stage		Industry		IPO Rate		Fund Size		Location			
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Anticipated exit	86 (1)	81** (2)	91** (3)	80*** (3)	93*** (3)	90* (2)	83* (3)	87 (2)	84 (2)	85 (3)	85 (2)	87 (2)
Comparable companies	80 (2)	77 (3)	84 (4)	81 (3)	79 (4)	77 (3)	82 (3)	83 (2)	78 (2)	78 (3)	81 (3)	81 (3)
Competitive pressure	43 (2)	47 (3)	39 (5)	55*** (4)	27*** (5)	45 (4)	44 (4)	52*** (3)	37*** (3)	49 (4)	42 (3)	41 (3)
Desired ownership	63 (2)	75*** (3)	46*** (5)	70 (4)	67 (5)	59 (4)	62 (4)	62 (3)	65 (3)	65 (4)	62 (3)	63 (3)
Most important factor												
Anticipated exit	46 (2)	38*** (3)	58*** (5)	34** (4)	50** (5)	46 (4)	49 (4)	45 (3)	47 (3)	48 (4)	43 (3)	49 (3)
Comparable companies	29 (2)	30 (3)	31 (5)	35 (4)	29 (5)	28 (4)	24 (3)	31 (3)	27 (2)	25* (3)	33* (3)	26 (3)
Competitive pressure	3 (1)	2 (1)	2 (1)	2 (1)	1 (1)	5 (2)	3 (1)	4*** (1)	1*** (1)	5 (2)	3 (1)	1* (1)
Desired ownership	18 (2)	27*** (3)	5*** (2)	24 (4)	15 (4)	14 (3)	19 (3)	16 (2)	19 (2)	19 (3)	15 (2)	20 (3)
Number of responses	544	236	87	126	85	135	151	245	302	155	218	192
Set valuation using invest- ment and ownership	49 (2)	63*** (3)	29*** (5)	59*** (4)	41*** (5)	47 (4)	53 (4)	48 (3)	50 (3)	55*** (4)	40*** (3)	54 (3)
Number of responses	544	237	89	129	87	135	150	243	304	156	216	194
Target ownership stake	23 (1)	20*** (1)	27*** (2)	21 (1)	23 (1)	22 (1)	23 (1)	25*** (1)	22*** (1)	21* (1)	23* (1)	25*** (1)
Number of responses	495	215	76	120	86	118	144	217	281	135	194	184

**Table 18:** Investment in and Opinions on Unicorns

This table reports the average fraction of respondents who invested in unicorns and the percentage of respondents who think unicorns are either slightly or significantly overvalued. The percentage of respondents who think unicorns are overvalued is calculated separately for unicorn investors and non-investors.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Investor in unicorns	37 (2)	39 (3)	37 (5)	50*** (5)	29*** (5)	60*** (4)	31*** (4)	52*** (3)	27*** (3)	55*** (4)	37*** (3)	28*** (3)
Number of responses	516	226	84	121	79	130	143	233	285	143	207	186
Unicorns overvalued	91 (1)	91 (2)	93 (3)	87 (3)	89 (3)	92 (2)	94 (2)	92 (2)	91 (2)	90 (2)	92 (2)	92 (2)
Number of responses	514	221	83	118	82	134	140	231	282	144	202	189
Among investors in unicorns												
Unicorns overvalued	92 (2)	93 (3)	89 (6)	90 (4)	92 (5)	94 (2)	94 (3)	92 (2)	92 (3)	91 (3)	91 (3)	93 (3)
Number of responses	185	81	28	55	23	81	41	118	70	74	74	51
Among non-investors in unicorns												
Unicorns overvalued	91 (2)	90 (3)	95 (3)	85 (5)	88 (4)	90 (4)	95 (2)	92 (3)	91 (2)	90 (4)	91 (2)	92 (2)
Number of responses	307	132	50	55	54	53	94	109	192	61	121	128



**Table 19:** Flexibility on Contractual Terms

The flexibility respondents have when negotiating each of the following contractual features on a new investment. The table gives the average flexibility reported on a scale of -100 to 100 (not at all flexible and investor friendly is -100, not very flexible -50, somewhat flexible 0, very flexible 50, extremely flexible and founder friendly 100).

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Pro-rata rights	-47 (2)	-49 (3)	-43 (4)	-51 (4)	-41 (5)	-51 (3)	-51 (3)	-50 (3)	-45 (3)	-47 (4)	-48 (3)	-45 (3)
Liquidation preferences	-29 (2)	-24 (4)	-34 (5)	-34 (4)	-33 (5)	-30 (4)	-28 (4)	-29 (3)	-28 (3)	-31 (4)	-28 (3)	-28 (4)
Anti-dilution	-25 (2)	-19 (3)	-29 (5)	-24 (5)	-24 (5)	-25 (4)	-22 (4)	-27 (3)	-23 (3)	-21 (4)	-26 (3)	-26 (4)
Valuation	-20 (1)	-17* (2)	-25* (4)	-16** (3)	-28** (4)	-26 (3)	-21 (3)	-19 (2)	-20 (2)	-17 (2)	-20 (2)	-21 (3)
Board control	-17 (2)	-16 (4)	-13 (6)	-8*** (4)	-43*** (5)	-14 (5)	-13 (4)	-18 (4)	-18 (3)	-12 (4)	-13 (4)	-26*** (4)
Vesting	-17 (2)	-20*** (3)	-4*** (5)	-24 (4)	-23 (4)	-21 (3)	-17 (4)	-21 (3)	-15 (3)	-23 (3)	-18 (3)	-11** (3)
Ownership stake	-8 (2)	-13** (3)	-0** (5)	-6** (4)	-19** (4)	-10 (3)	-7 (3)	-10 (3)	-7 (2)	-11 (3)	-5 (3)	-7 (3)
Participation	-2 (2)	3 (3)	1 (4)	7*** (5)	-15*** (5)	-5 (4)	3 (4)	4** (3)	-6** (3)	7* (4)	-2* (3)	-7* (4)
Investment amount	-0 (2)	-0 (2)	7 (5)	4* (3)	-6* (4)	-3 (3)	0 (3)	0 (2)	-0 (2)	2 (3)	3 (3)	-3 (3)
Option pool	2 (2)	0* (3)	9* (4)	-3 (4)	2 (4)	0 (3)	2 (3)	2 (2)	2 (2)	0 (3)	0 (3)	6 (3)
Redemption rights	4 (2)	16*** (4)	-7*** (5)	14* (5)	-0* (5)	15 (5)	9 (4)	6 (4)	3 (3)	20*** (4)	-1*** (4)	-0 (4)
Dividends	28 (2)	33 (4)	23 (6)	41*** (5)	14*** (6)	38** (5)	24** (4)	29 (3)	27 (3)	45*** (4)	25*** (3)	20** (4)
Average	-11 (1)	-9 (2)	-9 (3)	-8*** (2)	-18*** (3)	-11 (2)	-10 (2)	-11 (1)	-11 (1)	-8 (2)	-11 (2)	-13 (2)
Number of responses	524	227	85	121	80	132	144	239	288	146	209	189

**Table 20:** Involvement in Portfolio Companies

The percentage of respondents who answered that they interacted with their portfolio companies at each frequency in the first six months after investment.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Less than monthly	2 (1)	1 (1)	3 (2)	1 (1)	1 (1)	3 (2)	2 (1)	2 (1)	2 (1)	2 (1)	2 (1)	2 (1)
Once a month	10 (1)	13 (2)	7 (3)	10 (3)	8 (3)	7 (2)	8 (2)	9 (2)	10 (2)	7 (2)	11 (2)	10 (2)
2-3 times a month	26 (2)	23 (3)	26 (5)	28 (4)	25 (5)	33** (4)	22** (4)	28 (3)	25 (3)	34 (4)	26 (3)	23 (3)
Once a week	33 (2)	33 (3)	39 (6)	36 (5)	36 (5)	29 (4)	35 (4)	32 (3)	34 (3)	28 (4)	34 (3)	35 (4)
Multiple times a week	27 (2)	28 (3)	23 (5)	23 (4)	30 (5)	28 (4)	33 (4)	28 (3)	27 (3)	27 (4)	26 (3)	28 (3)
Every day	1 (0)	2 (1)	1 (1)	2 (1)	0 (0)	0 (0)	1 (1)	0 (0)	2 (1)	2 (1)	1 (1)	1 (1)
Number of responses	469	209	76	105	76	121	127	213	256	132	192	162

**Table 21:** Activities in Portfolio Companies

The average percentage of portfolio companies with which respondents undertake each activity.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Hire board members	58 (2)	55 (2)	60 (4)	52*** (3)	70*** (3)	65 (3)	61 (3)	60 (2)	57 (2)	56 (3)	59 (2)	61 (3)
Hire employees	46 (2)	51** (2)	41** (4)	49 (3)	43 (4)	46 (3)	49 (3)	44 (2)	48 (2)	52* (3)	46* (3)	41** (3)
Connect customers	69 (1)	69 (2)	67 (4)	71 (3)	71 (3)	70 (2)	67 (3)	68 (2)	69 (2)	74** (2)	67** (2)	67 (2)
Connect investors	72 (1)	81*** (2)	58*** (4)	76 (3)	81 (3)	74 (3)	76 (2)	69*** (2)	76*** (2)	76** (3)	69** (2)	75 (2)
Strategic guidance	87 (1)	86 (1)	88 (2)	87 (2)	89 (2)	87 (2)	89 (2)	86 (1)	88 (1)	87 (2)	87 (1)	87 (1)
Operational guidance	65 (1)	65 (2)	62 (4)	67 (3)	66 (3)	66 (2)	67 (3)	63 (2)	67 (2)	68 (3)	66 (2)	61** (2)
Other	20 (2)	19 (2)	17 (4)	23** (4)	12** (3)	18 (3)	19 (3)	20 (2)	21 (2)	19 (3)	23 (3)	19 (3)
Number of responses	444	196	71	101	75	118	122	202	243	125	180	154

**Table 22:** Frequency of IPO, M&A, and Failure

This table looks at how frequent each outcome is among exited investments. The first panel calculated the rates using respondent answers; the second calculates the rates from the last 10 years of VentureSource data; the third calculates the rates using all VentureSource data.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Frequency of exit reported in survey												
% IPO	15 (1)	12*** (1)	19*** (2)	13*** (2)	23*** (2)	24*** (2)	11*** (1)	20*** (1)	12*** (1)	20*** (2)	14*** (1)	14 (1)
% MA	53 (1)	50*** (2)	60*** (3)	55** (2)	48** (3)	47*** (2)	55*** (2)	51 (1)	54 (2)	50 (2)	54 (2)	54 (2)
% Failure	32 (1)	38*** (2)	21*** (2)	32 (2)	29 (2)	29** (2)	34** (2)	29** (1)	34** (2)	30 (2)	32 (1)	32 (2)
Number of responses	426	187	69	98	72	117	114	198	231	118	171	151
Frequency of exit in last ten years of VentureSource data												
% IPO	11 (1)	9 (1)	11 (2)	9*** (2)	17*** (2)	21*** (1)	2*** (0)	15*** (1)	7*** (1)	13 (1)	12 (2)	10 (1)
% MA	43 (1)	42* (2)	50* (3)	49** (3)	39** (3)	47 (2)	47 (2)	48*** (2)	38*** (2)	47 (2)	47 (2)	34*** (2)
% Apparent failure	46 (1)	49** (2)	39** (3)	42 (3)	44 (3)	32*** (1)	51*** (2)	37*** (2)	56*** (2)	40 (2)	41 (2)	55*** (2)
Number of responses	312	140	53	64	62	117	114	164	155	95	127	103
Frequency of exit in all years VentureSource data												
% IPO	13 (1)	12 (1)	13 (2)	12*** (2)	22*** (2)	23*** (1)	6*** (1)	18*** (1)	9*** (1)	17 (2)	13 (2)	12 (1)
% MA	43 (1)	42** (2)	49** (2)	48*** (2)	38*** (2)	46 (1)	47 (2)	47*** (1)	39*** (2)	48 (2)	47 (2)	35*** (2)
% Apparent failure	44 (1)	47*** (2)	37*** (3)	40 (3)	40 (3)	31*** (1)	47*** (2)	35*** (1)	52*** (2)	36 (2)	40 (2)	53*** (2)
Number of responses	317	143	54	65	63	117	114	166	158	97	129	104

**Table 23:** Exit Multiple Frequency

The average percentage of cash-on-cash exit multiples in each range. Mean reported multiple is the average of these, with each bucket coded as its midpoint and the 10x+ bucket coded at 15.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
<1	24 (1)	27** (2)	20** (2)	26** (2)	20** (2)	25 (2)	28 (2)	25 (1)	24 (1)	25 (2)	25 (2)	23 (2)
1-2	19 (1)	18 (1)	18 (2)	15* (1)	19* (2)	17 (1)	20 (2)	18 (1)	19 (1)	19 (2)	20 (1)	19 (1)
2-3	19 (1)	14*** (1)	28*** (3)	18 (2)	19 (2)	17 (1)	19 (1)	19 (1)	19 (1)	17 (1)	19 (1)	20 (2)
3-5	16 (1)	16 (1)	20 (2)	17 (2)	17 (2)	17 (1)	16 (2)	17 (1)	16 (1)	16 (2)	16 (1)	16 (2)
5-10	12 (1)	13** (1)	8** (1)	12 (2)	16 (3)	15** (2)	10** (1)	13 (1)	12 (1)	12 (2)	13 (1)	11 (2)
10+	9 (1)	12** (1)	7** (2)	13 (2)	9 (2)	9* (1)	7* (1)	9 (1)	9 (1)	10* (1)	7* (1)	10 (2)
Mean reported multiple	3.8 (0.1)	4.2** (0.2)	3.5** (0.2)	4.2 (0.3)	4.1 (0.3)	4.0*** (0.2)	3.4*** (0.2)	3.8 (0.1)	3.8 (0.2)	3.9 (0.2)	3.6 (0.2)	3.9 (0.2)
Std reported multiple	2.9 (0.1)	3.1** (0.1)	2.6** (0.2)	3.4*** (0.2)	2.7*** (0.2)	3.3** (0.1)	2.9** (0.1)	3.1*** (0.1)	2.7*** (0.1)	3.2* (0.2)	2.9* (0.1)	2.5*** (0.1)
Number of responses	410	179	70	96	67	115	109	189	221	114	165	144

**Table 24:** Important Contributors to Value Creation

The percentage of respondents who marked each factor as important (top) and as most important (bottom) for value creation.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Important factor												
Deal flow	65 (2)	68 (3)	65 (5)	73*** (4)	49*** (5)	62 (4)	64 (4)	69 (3)	62 (3)	73 (4)	67 (3)	57*** (4)
Selection	86 (1)	87 (2)	87 (4)	91** (3)	81** (4)	89 (3)	88 (3)	88 (2)	85 (2)	87 (3)	87 (2)	84 (3)
Value-add	84 (2)	85* (2)	77* (5)	78** (4)	89** (4)	87 (3)	83 (3)	84 (2)	83 (2)	86* (3)	79* (3)	89** (2)
Other	4 (1)	3 (1)	6 (3)	3 (1)	3 (2)	5 (2)	4 (2)	4 (1)	4 (1)	2 (1)	4 (1)	5 (2)
Most important factor												
Deal flow	23 (2)	27 (3)	19 (4)	29*** (4)	13*** (4)	19** (3)	31** (4)	27 (3)	21 (2)	27 (4)	25 (3)	18** (3)
Selection	49 (2)	44 (3)	52 (5)	49 (4)	52 (5)	57** (4)	46** (4)	51 (3)	46 (3)	48 (4)	50 (3)	48 (4)
Value-add	27 (2)	27 (3)	27 (5)	21** (4)	35** (5)	22 (3)	22 (3)	22*** (3)	32*** (3)	23 (3)	23 (3)	34** (3)
Other	1 (0)	1 (1)	2 (1)	1 (1)	0 (0)	2 (1)	1 (1)	1 (1)	1 (1)	1 (1)	1 (1)	0 (0)
Number of responses	509	226	82	122	78	129	139	231	281	145	205	179

**Table 25: Factors That Contributed to Successful Investments**

The percentage of respondents who marked each factor as important (top) and as most important (bottom) to the success of startups.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
<b>Important factor</b>												
Team	96 (1)	96 (1)	94 (3)	94 (2)	96 (2)	97 (1)	96 (2)	97 (1)	96 (1)	96 (2)	96 (1)	97 (1)
Business model	60 (2)	55*** (3)	73*** (5)	63*** (4)	32*** (5)	54 (4)	55 (4)	63 (3)	58 (3)	59 (4)	60 (3)	61 (3)
Technology	59 (2)	60 (3)	52 (5)	53*** (4)	79*** (5)	62 (4)	59 (4)	58 (3)	59 (3)	67* (4)	58* (3)	53* (4)
Market	34 (2)	34* (3)	44* (5)	42 (4)	36 (5)	37 (4)	30 (4)	36 (3)	33 (3)	39 (4)	36 (3)	31 (3)
Industry	59 (2)	54** (3)	68** (5)	59 (4)	48 (5)	49** (4)	60** (4)	58 (3)	60 (3)	59 (4)	60 (3)	57 (4)
Timing	67 (2)	64 (3)	62 (5)	69** (4)	55** (5)	70 (4)	65 (4)	67 (3)	66 (3)	71 (4)	65 (3)	65 (3)
Luck	56 (2)	61*** (3)	38*** (5)	63* (4)	51* (5)	57 (4)	58 (4)	53 (3)	58 (3)	64** (4)	51** (3)	55 (4)
Board of directors	29 (2)	32 (3)	24 (5)	26 (4)	27 (5)	25 (3)	33 (4)	25** (3)	34** (3)	31 (4)	31 (3)	26 (3)
My contribution	26 (2)	25 (3)	25 (5)	25 (4)	23 (5)	17 (3)	23 (3)	20*** (2)	30*** (3)	27 (3)	25 (3)	25 (3)
<b>Most important factor</b>												
Team	56 (2)	64*** (3)	42*** (5)	55* (4)	42* (5)	53 (4)	59 (4)	52* (3)	59* (3)	55 (4)	55 (3)	60 (4)
Business model	7 (1)	4*** (1)	18*** (4)	8 (2)	3 (2)	5 (2)	6 (2)	8 (2)	7 (1)	6 (2)	8 (2)	7 (2)
Technology	9 (1)	6 (2)	11 (3)	7*** (2)	31*** (5)	12 (3)	10 (2)	10 (2)	9 (2)	9 (2)	9 (2)	10 (2)
Market	2 (1)	1* (0)	4* (2)	0* (0)	3* (2)	4 (2)	2 (1)	3 (1)	1 (1)	2 (1)	2 (1)	2 (1)
Industry	7 (1)	6 (2)	10 (3)	6 (2)	6 (3)	6 (2)	8 (2)	8 (2)	6 (1)	6 (2)	7 (2)	6 (2)
Timing	12 (1)	11 (2)	11 (3)	16* (3)	7* (3)	7 (2)	9 (2)	10 (2)	13 (2)	11 (3)	11 (2)	11 (2)
Luck	6 (1)	7 (2)	5 (2)	6 (2)	3 (2)	9 (2)	6 (2)	7 (2)	5 (1)	11* (2)	5* (1)	3* (1)
Board of directors	1 (0)	0 (0)	2 (2)	1 (1)	4 (2)	2 (1)	1 (1)	1 (1)	1 (1)	0 (0)	1 (1)	1 (1)
My contribution	0 (0)	0 (0)	0 (0)	0 (0)	1 (1)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (1)	0 (0)
Number of responses	513	225	84	120	78	130	140	236	281	145	206	182

**Table 26: Factors That Contributed to Failed Investments**

The percentage of respondents who marked each factor as important (top) and as most important (bottom) to the failure of startups.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
<b>Important factor</b>												
Team	92 (1)	91 (2)	91 (3)	93** (2)	84** (4)	90 (3)	91 (2)	92 (2)	91 (2)	92 (2)	91 (2)	91 (2)
Business model	57 (2)	54 (3)	60 (5)	63*** (4)	39*** (5)	54 (4)	57 (4)	58 (3)	57 (3)	58 (4)	61 (3)	52* (4)
Technology	45 (2)	46 (3)	36 (5)	41*** (4)	64*** (5)	49 (4)	44 (4)	46 (3)	45 (3)	51 (4)	46 (3)	41 (4)
Market	31 (2)	35* (3)	25* (5)	26* (4)	37* (5)	35 (4)	27 (4)	30 (3)	33 (3)	37 (4)	34 (3)	25** (3)
Industry	58 (2)	57 (3)	60 (5)	59* (4)	46* (5)	50 (4)	59 (4)	56 (3)	59 (3)	58 (4)	59 (3)	56 (4)
Timing	49 (2)	50 (3)	42 (5)	57** (4)	41** (5)	46 (4)	50 (4)	48 (3)	50 (3)	50 (4)	47 (3)	51 (4)
Luck	30 (2)	30 (3)	24 (5)	32 (4)	32 (5)	31 (4)	29 (4)	29 (3)	32 (3)	38** (4)	27** (3)	30 (3)
Board of directors	33 (2)	28 (3)	33 (5)	25 (4)	30 (5)	35 (4)	36 (4)	31 (3)	35 (3)	39** (4)	27** (3)	36 (3)
My contribution	9 (1)	8 (2)	6 (3)	10 (3)	6 (3)	7 (2)	8 (2)	7 (1)	11 (2)	11 (2)	7 (2)	10 (2)
<b>Most important factor</b>												
Team	55 (2)	60* (3)	48* (5)	57*** (4)	34*** (5)	51 (4)	59 (4)	50** (3)	59** (3)	54 (4)	52 (3)	59 (4)
Business model	10 (1)	7** (2)	16** (4)	13 (3)	10 (3)	7 (2)	9 (2)	6** (1)	12** (2)	8 (2)	11 (2)	10 (2)
Technology	8 (1)	6 (2)	7 (3)	3*** (1)	36*** (5)	16*** (3)	7*** (2)	13*** (2)	5*** (1)	8 (2)	9 (2)	8 (2)
Market	3 (1)	3 (1)	1 (1)	3 (1)	3 (2)	4 (2)	2 (1)	0*** (0)	4*** (1)	6** (2)	2** (1)	1** (1)
Industry	10 (1)	10 (2)	16 (4)	13 (3)	7 (3)	9 (2)	8 (2)	14** (2)	8** (2)	9 (2)	13 (2)	9 (2)
Timing	9 (1)	8 (2)	10 (3)	9 (3)	5 (3)	8 (2)	9 (2)	10 (2)	8 (2)	10 (2)	9 (2)	9 (2)
Luck	3 (1)	4 (1)	1 (1)	2 (1)	1 (1)	4 (1)	4 (1)	3 (1)	2 (1)	4 (2)	3 (1)	1 (1)
Board of directors	3 (1)	2 (1)	1 (1)	2 (1)	4 (2)	1 (1)	3 (1)	2 (1)	3 (1)	1 (1)	2 (1)	4 (1)
My contribution	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Number of responses	511	226	82	120	78	130	141	235	279	145	205	181

**Table 27:** Number of People Working at Funds

The number of people in each role and the percentage of total people in each role at each responding fund.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Partners	4.7 (0.2)	3.9*** (0.2)	6.3*** (1.2)	4.1 (0.2)	4.4 (0.3)	7.2*** (0.7)	4.2*** (0.2)	6.2*** (0.3)	3.5*** (0.2)	5.3 (0.5)	4.5 (0.2)	5.3 (0.7)
Venture partners	1.3 (0.1)	1.2 (0.1)	1.4 (0.3)	0.9*** (0.1)	2.1*** (0.3)	1.9** (0.2)	1.3** (0.2)	1.8*** (0.2)	1.0*** (0.2)	1.6 (0.3)	1.2 (0.2)	1.4 (0.2)
Associates	2.9 (0.2)	2.0*** (0.2)	4.7*** (0.7)	2.4 (0.3)	2.2 (0.3)	4.4*** (0.7)	2.4*** (0.2)	4.4*** (0.4)	1.7*** (0.1)	2.7 (0.3)	2.7 (0.3)	3.7** (0.5)
Other	4.5 (0.7)	3.2** (0.4)	5.3** (0.9)	5.0 (1.4)	3.1 (0.5)	9.9*** (2.6)	3.1*** (0.4)	7.8*** (1.5)	2.2*** (0.3)	5.8 (1.3)	4.5 (0.9)	4.6 (1.4)
Total	13.5 (0.9)	10.3*** (0.7)	17.7*** (2.4)	12.3 (1.7)	11.8 (0.9)	23.5*** (3.4)	11.0*** (0.7)	20.2*** (1.9)	8.4*** (0.6)	15.4 (1.8)	12.9 (1.4)	15.0 (1.9)
% Partners	48 (1)	50** (2)	43** (2)	48 (2)	47 (2)	44 (2)	48 (2)	42*** (1)	53*** (1)	51 (2)	49 (2)	44*** (2)
% Venture partners	10 (1)	10 (1)	8 (1)	8*** (1)	15*** (2)	11 (1)	11 (1)	10 (1)	10 (1)	11 (1)	9 (1)	10 (1)
% Associates	20 (1)	18*** (1)	24*** (2)	20 (2)	17 (2)	20 (1)	19 (1)	22** (1)	19** (1)	17* (1)	20* (1)	24*** (1)
% Other	22 (1)	22 (1)	25 (2)	24 (2)	21 (2)	25 (2)	22 (1)	25*** (1)	19*** (1)	21 (2)	22 (1)	22 (1)
Number of responses	610	245	96	131	87	144	165	263	335	176	239	219

**Table 28:** Partners' Specialization

The first panel reports the fraction of respondents where partners specialize in different tasks. The second panel reports the roles selected among those respondents who stated that partners in their fund specialized.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Partners specialize	60 (2)	58 (3)	63 (6)	53 (5)	62 (5)	52 (4)	54 (4)	59 (3)	60 (3)	59 (4)	59 (4)	62 (4)
Number of responses	448	194	74	101	75	119	117	208	245	128	181	155

Among funds where partners specialize, the respondent's role is

Generalist	44 (3)	41 (5)	38 (7)	34 (6)	33 (7)	39 (6)	46 (6)	44 (4)	44 (4)	43 (5)	45 (5)	45 (5)
Fund raising	52 (3)	54 (5)	56 (7)	65** (6)	43** (7)	50 (6)	50 (6)	54 (4)	50 (4)	53 (5)	51 (5)	52 (5)
Deal making	55 (3)	56 (5)	56 (7)	54 (7)	59 (7)	52 (6)	59 (6)	46*** (4)	62*** (4)	51 (6)	58 (5)	57 (5)
Sourcing deals	53 (3)	51 (5)	49 (7)	53 (7)	55 (7)	47 (6)	52 (6)	44*** (4)	61*** (4)	55 (5)	57 (5)	46* (5)
Networking	32 (3)	40** (5)	21** (6)	36 (6)	31 (7)	32 (5)	27 (5)	26** (4)	38** (4)	36 (5)	33 (4)	28 (4)
Other	17 (2)	17 (3)	22 (6)	14 (4)	22 (6)	20 (5)	20 (5)	15 (3)	18 (3)	19 (4)	17 (4)	15 (3)
Number of responses	287	116	48	59	50	76	69	136	152	82	112	100

**Table 29: Time Use**

The first panel reports the average hours per week spent by respondents on each activity in a normal week. The second reports the number of board seats they hold.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Sourcing deals	15.2 (0.4)	14.9 (0.6)	16.6 (1.2)	15.7 (0.8)	14.7 (1.0)	16.4 (0.8)	15.1 (0.7)	16.2** (0.6)	14.3** (0.5)	16.4 (0.8)	15.5 (0.6)	14.1** (0.6)
Assisting portfolio companies	18.3 (0.5)	18.7 (0.7)	17.3 (1.4)	16.6** (0.8)	20.4** (1.4)	17.2 (0.7)	19.1 (1.0)	18.4 (0.7)	18.1 (0.6)	17.8 (0.9)	18.4 (0.8)	18.5 (0.8)
Networking	7.4 (0.2)	8.3* (0.4)	7.1* (0.6)	7.9** (0.5)	6.3** (0.5)	6.6 (0.4)	7.2 (0.4)	7.3 (0.3)	7.4 (0.3)	7.5 (0.4)	7.5 (0.4)	7.2 (0.4)
Managing VC firm	8.5 (0.3)	8.2 (0.4)	8.8 (0.7)	8.1 (0.6)	9.5 (0.8)	8.5 (0.5)	7.6 (0.5)	8.3 (0.4)	8.7 (0.4)	7.2** (0.4)	9.0** (0.5)	8.9 (0.5)
Meeting LPs	3.0 (0.2)	2.8** (0.2)	3.9** (0.5)	2.8 (0.3)	3.0 (0.5)	2.6 (0.3)	2.8 (0.3)	2.6** (0.2)	3.4** (0.2)	2.7 (0.3)	2.9 (0.3)	3.4 (0.3)
Other	2.4 (0.2)	2.4 (0.3)	1.5 (0.4)	2.4 (0.4)	2.2 (0.5)	2.3 (0.4)	2.8 (0.4)	2.4 (0.3)	2.4 (0.3)	2.3 (0.4)	2.1 (0.3)	2.8 (0.4)
Total hours	54.7 (0.7)	55.2 (1.1)	55.2 (1.8)	53.6 (1.3)	56.1 (2.1)	53.6 (1.2)	54.6 (1.3)	55.1 (1.0)	54.3 (1.0)	53.9 (1.3)	55.4 (1.1)	54.9 (1.3)
Number of responses	444	192	71	99	73	118	118	205	239	126	181	153
Boards memberships	4.8 (0.1)	5.2*** (0.2)	4.1*** (0.3)	5.4* (0.3)	4.6* (0.3)	5.1 (0.2)	5.1 (0.2)	4.9 (0.2)	4.7 (0.2)	5.0 (0.2)	4.6 (0.2)	4.9 (0.3)
Number of responses	456	204	73	103	76	118	126	207	251	129	185	159

**Table 30: Fund Structure Questions**

This table summarizes the responses to a number of questions on VC fund structure.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Compensation depends on individual success	74 (2)	78* (3)	67* (5)	81 (4)	77 (5)	66*** (4)	81*** (4)	65*** (3)	84*** (2)	73 (4)	76 (3)	73 (4)
Number of responses	446	193	74	101	74	118	117	205	244	127	181	154
Partners get equal shares of carry	44 (2)	51** (4)	35** (6)	50 (5)	52 (6)	44 (5)	48 (5)	42 (3)	48 (3)	43 (5)	43 (4)	46 (4)
Number of responses	429	182	71	95	71	113	110	197	234	110	178	152
Partners invest equal shares of fund capital	49 (2)	53 (4)	44 (6)	55 (5)	52 (6)	50 (4)	54 (4)	47 (3)	52 (3)	55 (4)	46 (4)	47 (4)
Number of responses	442	193	71	101	73	118	116	203	242	127	179	152



**Table 31: Fund-Level Decision Making Process**

This table lists the fraction of funds using each decision rule for their initial investments.

	Stage			Industry		IPO Rate		Fund Size		Location		
	All	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn
Unanimous	49 (2)	53 (3)	53 (5)	41** (4)	56** (5)	40** (4)	52** (4)	40*** (3)	56*** (3)	35*** (4)	55*** (3)	52 (3)
Unanimous - 1	7 (1)	6 (2)	6 (2)	7 (2)	6 (3)	9 (2)	7 (2)	8 (2)	6 (1)	5 (2)	6 (1)	10** (2)
Consensus	20 (2)	18 (2)	21 (4)	23 (4)	21 (4)	20 (3)	19 (3)	25** (3)	17** (2)	26 (3)	22 (3)	14*** (2)
Majority of partners	15 (1)	11 (2)	17 (4)	15 (3)	14 (3)	20 (3)	15 (3)	18 (2)	13 (2)	19*** (3)	10*** (2)	18 (3)
Scoring	2 (1)	3 (1)	1 (1)	2 (1)	0 (0)	2 (1)	3 (1)	2 (1)	2 (1)	3 (1)	1 (1)	1 (1)
Independent decisions	4 (1)	6** (2)	0** (0)	7* (2)	2* (1)	5 (2)	3 (1)	4 (1)	3 (1)	8** (2)	3** (1)	3 (1)
Other	3 (1)	3 (1)	2 (2)	6 (2)	2 (1)	4 (1)	2 (1)	3 (1)	3 (1)	5 (2)	4 (1)	2 (1)
Number of responses	556	239	90	130	88	139	155	248	311	158	219	201

# How Do Venture Capitalists Make Decisions?

## ONLINE APPENDIX

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

**Table A:** Correlation Between Subsample Membership Indicators

This table lists the correlation between indicator variables for subsample membership. In VS refers to VC firms in Dow Jones VentureSource. Correlations between two opposing subsamples are greater than  $-100\%$  when the subsamples do not partition the sample space. For example, the correlation between the Large and Small indicators is  $-85\%$  because respondents with no fund size were in neither the Large nor the Small subsample.

	Stage		Industry		IPO Rate		Fund Size		Location			In VS
	Early	Late	IT	Health	High	Low	Large	Small	CA	OthUS	Fgn	
Early	100	-25***	24***	-5	-9**	9**	-11***	20***	3	2	-6	13***
Late	-25***	100	1	-1	-4	0	10***	-4	-1	1	0	-8**
IT	24***	1	100	-19***	0	1	-4	9**	14***	-6	-8**	0
Health	-5	-1	-19***	100	22***	-12***	13***	-8**	-2	7**	-6	4
High	-9**	-4	0	22***	100	-37***	37***	-31***	19***	-4	-15***	20***
Low	9**	0	1	-12***	-37***	100	-2	10***	-11***	4	6	21***
Large	-11***	10***	-4	13***	37***	-2	100	-85***	15***	0	-14***	13***
Small	20***	-4	9**	-8**	-31***	10***	-85***	100	-15***	-1	15***	3
CA	3	-1	14***	-2	19***	-11***	15***	-15***	100	-51***	-44***	4
OthUS	2	1	-6	7**	-4	4	0	-1	-51***	100	-55***	-5
Fgn	-6	0	-8**	-6	-15***	6	-14***	15***	-44***	-55***	100	1
In VS	13***	-8**	0	4	20***	21***	13***	3	4	-5	1	100

The remainder of this appendix provides a complete export of the survey questions asked. Some questions were not shown to all respondents.

# How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

## Survey of Venture Capitalists

### Introduction

---



Thank you for helping Stanford Graduate School of Business, Harvard Business School, and the University of Chicago Booth School of Business learn about venture capital. Your response will help us to learn best practices in venture capital, market venture capital to policy makers and the public, and guide academic research.

This survey is designed to take between 15 and 20 minutes. Your responses are strictly confidential and will be used only for non-commercial research purposes. Click [here](#) for more details.

If you provide an email address, we will give you an early look at the complete survey results that will allow you to compare your responses to your peers. You will also be invited to a special early presentations of results held at Stanford, the University of Chicago, and Harvard.

Thank you!

# How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

**Paul A. Gompers**

Harvard University and National Bureau of Economic Research  
pgompers@hbs.edu

**Will Gornall**

University of British Columbia  
will.gornall@sauder.ubc.ca

**Steven N. Kaplan**

University of Chicago Booth School of Business and National Bureau of Economic Research  
fskaplan@chicagobooth.edu

**Ilya A. Strebulaev**

Stanford University Graduate School of Business and National Bureau of Economic Research  
istrebulaev@stanford.edu

---

## Categorization of Investors by Type

---

Do you invest on behalf of either an institutional venture capital fund or a corporate venture capital vehicle?

- Yes, institutional venture capital fund
  - Yes, corporate venture capital vehicle
  - No
- 

In the past, did you invest on behalf of either an institutional venture capital fund or a corporate venture capital vehicle?

- Yes, institutional venture capital fund
  - Yes, corporate venture capital vehicle
  - No
- 

Who do you invest on behalf of? Choose the one that applies the most.

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

- Other
  - Private equity fund
  - Mutual fund
  - I am an individual angel investor
  - Fund of funds
- 

### VC Questions - Shown ONLY to VC/PE

---

You answered that you invest on behalf of a venture capital fund. The following set of questions ask about your current fund. If you are associated with multiple funds that make venture capital style investments, consider the fund that you are most closely associated with or the fund that most recently began investing.

---

You answered that you invested on behalf of a venture capital fund in the past. The questions in this survey are all phrased in the present tense, but please answer them based on your experience as a venture capitalist working at the last fund you raised.

---

You answered that you invest on behalf of a private equity fund. The following questions ask about that fund and the investments you make. If you are associated with multiple funds that make venture capital style investments, consider the fund that you are most closely associated with or the fund that most recently began investing.

---

What type of private equity fund do you invest on behalf of?

- Leveraged buyout fund
  - Venture capital fund
  - Growth equity fund
  - Other
- 

What is your job title?

- Managing partner

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

- General partner
  - Partner
  - Venture partner
  - Associate
  - Other
- 

Including yourself, how many people work at your fund?

Partners	<input type="text"/>
Venture partners	<input type="text"/>
Associates	<input type="text"/>
Other	<input type="text"/>

---

What is your most recent fund's vintage year?

vintage year

---

Approximately, what is your most recent fund's total committed capital in millions of dollars?

\$  million

---

### Corporate VC Questions - Shown ONLY to Corporate VC

---

You answered that you invest on behalf of a corporate venture capital vehicle. The following questions ask about your parent corporation, your investment vehicle, and the investments you make. If your parent corporation has more than one investment vehicle, answer on behalf of the vehicle you most associate with.

---

You answered that you invested on behalf of a corporate venture capital vehicle in the past. The following questions ask about your parent corporation, your investment vehicle, and the investments you make. The questions in this survey are all phrased in

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

the present tense, but please answer them in the context of your time as a corporate venture capital investor.

---

What industries is your parent corporation involved in? Select all that apply.

Consumer Internet/Mobile

Financial

Healthcare

Energy

IT Infrastructure/Systems

Software & Services

Industrial Technology

Other

---

Approximately, what is the revenue of your parent corporation, in billions of dollars?

\$  billion

---

How much does your fund or vehicle aim to invest in a normal year, in millions of dollars?

\$  million

---

Including yourself, how many people work on your team?

Partners or other investment professionals

Venture partners

Associates

Other

---

What is the most important objective of your company's venture capital investments?

Support existing businesses

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

- Financial returns
  - Develop new businesses
  - Other
- 

Is your fund or vehicle run on or off balance sheet?

- On balance sheet
  - Off balance sheet
  - Other
- 

### Specialization Questions

---

Do you target a particular stage, industry, or geography? Select all that apply.

- Stage
  - Geography
  - Industry
  - Generalist
  - Other
- 

What stage of company do you target for your first investment? Select all that apply.

- All Stages
  - Seed Stage
  - Early Stage
  - Mid Stage
  - Late Stage / Growth Equity
  - Other
- 

What industries do you target? Select all that apply.

- All Industries



## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

- Industrial Technology
  - IT Infrastructure/Systems
  - Software & Services
  - Consumer Internet/Mobile
  - Energy
  - Healthcare
  - Financial
  - Other
- 

What geographies do you target? Select all that apply.

- All geographies
  - California
  - U.S. East Coast
  - Other
- 

### Deal Selection

---

What are the most important factors when deciding whether to invest?

Drag any important items to the box on the right and order them by importance (most important first).

Items	Rank important items in order of importance
Total addressable market	
Management team	
Industry	
Valuation	
Fit with fund	
Our ability to add value	
Business model / competitive position	

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

Product / technology

Other

---

What qualities are most important in a management team?

- Ability
- Industry experience
- Entrepreneurial experience
- Teamwork/cohesiveness
- Passion
- Other

---

Do you often make a gut decision to invest when meeting a company's management team for the first time?

- Yes
- No
- Other

---

At the fund level, how do you normally come to a final decision on whether to invest in a new company?

- Unanimous
  - Unanimous minus one
  - Consensus with veto power
  - Majority of partners
  - Scoring
  - Each partner has the authority to make independent decisions
  - Other
-

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

Do you use the same procedure for follow on investment decisions?

- Yes
- Yes, but the lead partner does not vote
- No, unanimous
- No, consensus with veto power
- No, majority of partners
- No, scoring
- No, discretion of the lead partner
- Other

---

After being pitched an investment, how many days does it normally take to close the deal?

days

---

### Deal Structure

What are the most important factors when deciding what valuation to offer a company?

Drag any important items to the box on the right and order them by importance (most important first).

Items	Rank important items in order of importance
Competitive pressure from other VCs	
Anticipated exit of the company	
Valuation of comparable investments	
Desired ownership fraction	
Other	

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

---

On average, do you think unicorns (companies with a valuation in excess of \$1 billion) are presently overvalued or undervalued?

- Significantly undervalued
  - Slightly undervalued
  - Appropriately valued
  - Slightly overvalued
  - Significantly overvalued
  - Other
- 

What is your target ownership stake? (%)

%

---

For any investment,

**Post-money Valuation = Amount Invested / Ownership Percentage.**

Do you ever set valuations based on the amount invested and desired ownership percentage?

- Yes
  - No
  - Other
- 

What financial metrics, if any, do you use to analyze investments? Select all that apply.

- None
- Multiple of sales / earnings
- Cash-on-cash multiple
- Hurdle rate or IRR
- NPV

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

Other

---

What is your required IRR for an investment? (%)

%

---

What is your required gross multiple or required cash-on-cash multiple / return for an investment?

x

---

What does your required metric vary with? For example, does your required IRR vary with the investment's riskiness? Select all that apply.

Required metric is the same for all investments

Expected time to liquidity event

Industry conditions

Financial market conditions

Investment's riskiness

Other

---

You said that your required metric varies with an investment's riskiness. When assessing an investment's riskiness, does market risk (exposure to movement in aggregate stock market) have a larger or smaller impact on your required metric than other types of risk?

No, market risk is treated the same as other types of risk

Yes, investments that are more exposed to risks unrelated to the aggregate stock market must meet a higher hurdle

Yes, investments that are more exposed to movement in aggregate stock market must meet a higher hurdle

Other

---

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

Do you forecast the financials of your portfolio companies, such as revenues or cash flows?

Yes

No

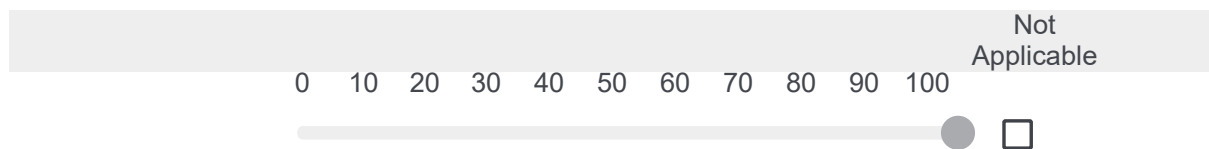
Other

How many years out do you generally forecast portfolio company financials?

years

Do you have any rules of thumb for interpreting financial projections? If so, what are they? For example, do you increase or decrease management's revenue forecasts by a percentage?

In your experience, what percentage of portfolio companies meet or exceed their projected performance metrics? (%)



What term sheet items are you flexible on when negotiating a new investment?

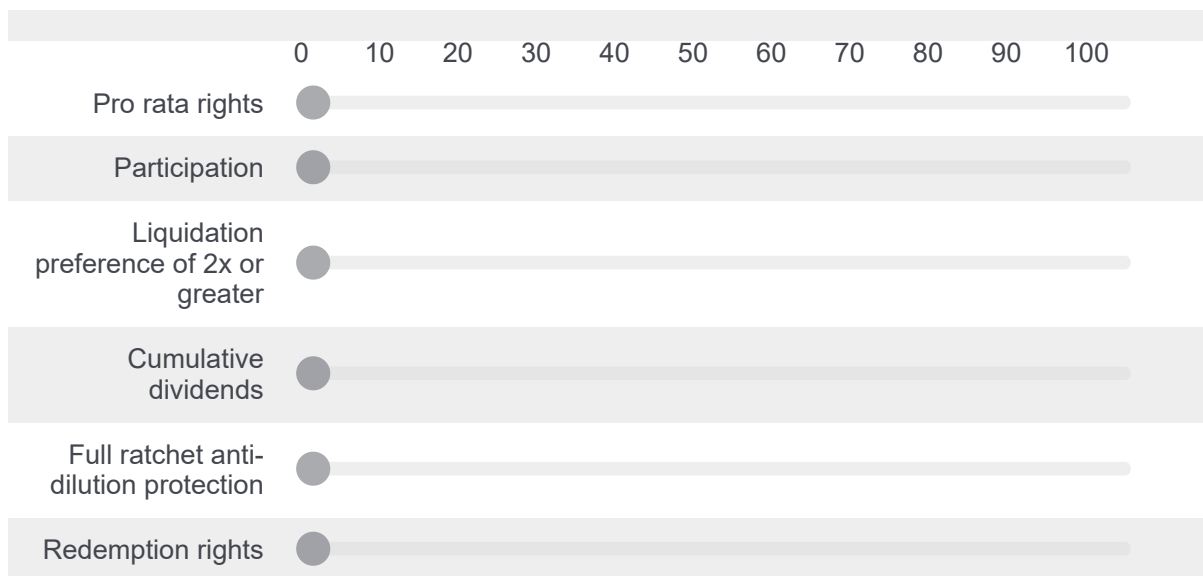
	Not at all flexible - Investor friendly	Not very flexible	Somewhat flexible	Very flexible	Extremely flexible - Founder friendly
Anti-dilution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Redemption rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

Participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liquidation preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pro rata rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Valuation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Board control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment Amount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dividends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ownership stake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How frequently do you use the following contractual features on the investments you make? (%)



### Deal Outcomes

Looking back at your successful investments, what factors most contributed to their success?

Drag any important items to the box on the right and order them by importance (most

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

important first).

<b>Items</b>	<b>Rank important items in order of importance</b>
Board of directors	
Technology	
My contribution	
Capital market conditions	
Management team	
Timing	
Industry conditions	
Good luck	
Business model	
Other	
<input type="text"/>	

---

Looking back at your failed investments, what factors most contributed to their failure?

Drag any important items to the box on the right and order them by importance (most important first).

<b>Items</b>	<b>Rank important items in order of importance</b>
Management team	
Industry conditions	
Bad luck	
Technology	
Business model	
My contribution	
Board disagreement/conflict	
Timing	
Capital market conditions	
Other	



## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

---

What contributes most to your value creation?

Drag any important items to the box on the right and order them by importance (most important first).

Items	Rank important items in order of importance
Deal selection	
Value-add for portfolio companies	
Deal flow	
Other	

---

Do you quantitatively analyze past investment performance?

- No
- Yes
- Insufficient past investments
- Other

---

Are you currently an investor in any unicorns (companies with a valuation in excess of \$1 billion) either personally or through a fund?

- Yes
- No
- Other

---

How many investments did you consider in the last 12 months? Estimate if you are unsure.

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

investments

---

Of the investments you considered in the last 12 months, how many reached each of the following stages? Estimate if you are unsure.

Meet management	<input type="text"/>
Review with partner group / investment committee	<input type="text"/>
Due diligence	<input type="text"/>
Offer term sheet / negotiate detailed terms	<input type="text"/>
Close	<input type="text"/>

---

How many of the deals you closed in the last 12 months were generated via each of the following sources? Estimate if you are unsure.

LPs / investors	<input type="text"/>
Referred by existing portfolio company	<input type="text"/>
Proactively self-generated	<input type="text"/>
Professional network	<input type="text"/>
Other VC firms or angels	<input type="text"/>
Conferences	<input type="text"/>
Inbound from management	<input type="text"/>
Entrepreneurs in residence	<input type="text"/>
Quantitative sourcing	<input type="text"/>
Other	<input type="text"/>

---

Think of the companies you have invested in and exited where you were your fund's lead investor, across all the funds you may have worked for. Of those companies, how many times have you experienced each of the following outcomes?

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

IPO	<input type="text"/>
M&A	<input type="text"/>
Failure	<input type="text"/>

---

Think of the companies you have invested in and exited. Of those investments, how many times have you experienced each of the following outcomes?

IPO	<input type="text"/>
M&A	<input type="text"/>
Failure	<input type="text"/>

---

Again thinking of the companies you have invested in and exited where you were your fund's lead investor. How frequently did you experience cash on cash multiples in each of the following ranges?

0 - 1x	<input type="text"/>
1 - 2x	<input type="text"/>
2 - 3x	<input type="text"/>
3 - 5x	<input type="text"/>
5 - 10x	<input type="text"/>
10x or better	<input type="text"/>

---

Again thinking of the companies you have invested in and exited. How frequently did you experience cash on cash multiples in each of the following ranges?

0 - 1x	<input type="text"/>
1 - 2x	<input type="text"/>
2 - 3x	<input type="text"/>
3 - 5x	<input type="text"/>
5 - 10x	<input type="text"/>

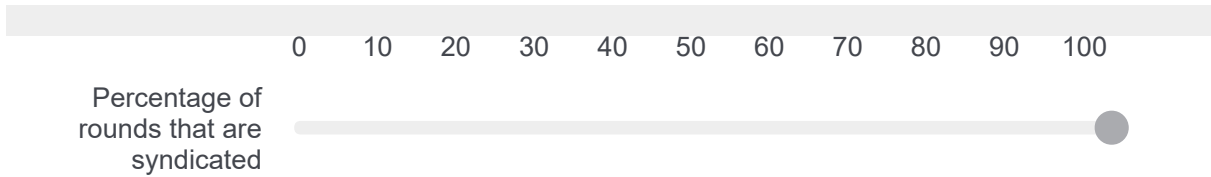
# How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

10x or better

## Syndication

What percentage of your investments are syndicated? (%)



What factors cause you to choose to syndicate a round?

Drag any important items to the box on the right and order them by importance (most important first).

Items	Rank important items in order of importance
Risk sharing	
Complementary expertise	
Desire to be invited to future rounds	
Capital constraints	
Other	

What factors are most important when choosing a syndicate partner or co-investor?

Drag any important items to the box on the right and order them by importance (most important first).

Items	Rank important items in order of importance
Capital availability / size	
Mutual social connection	
Geographic location	

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

Reputation	<input type="text"/>
Track record of partner	
Past successes together	
Industry sector expertise	
Other	<input type="text"/>

---

### Time Use

---

In a normal week, how many hours do you spend on each of the following tasks?

Assisting current portfolio companies	<input type="text"/>
Meeting with limited partners	<input type="text"/>
Finding and evaluating potential deals	<input type="text"/>
Management of your firm	<input type="text"/>
Networking	<input type="text"/>
Other	<input type="text"/>

---

For each deal, roughly how many hours do you (and the other partners at your firm) spend in total on due diligence and researching that company and its management prior to investing?

hours on due diligence

---

In performing due diligence on a company, how many references do you (and the other partners at your firm) normally call?

references called

---

How many portfolio company boards are you sitting on?

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

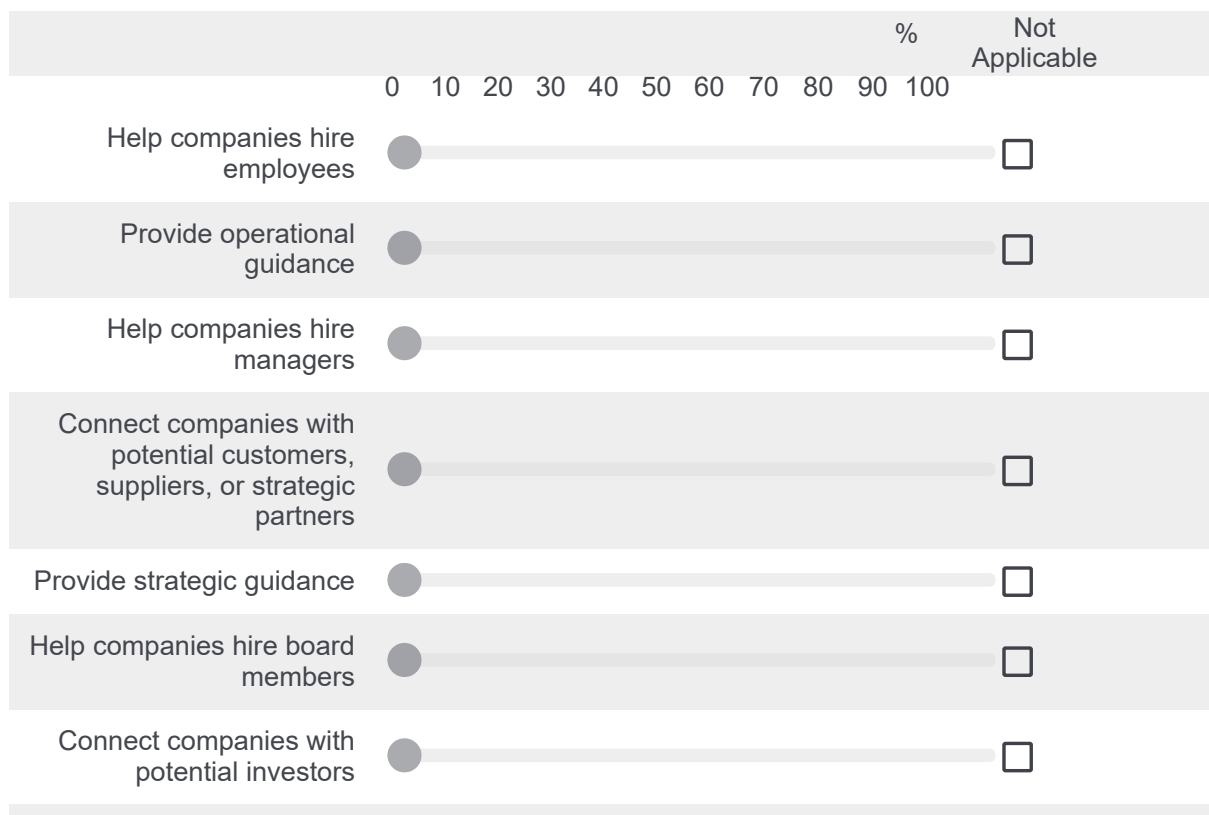
boards

---

In the first six months after making an investment, how frequently do you interact substantially with the management of a typical company in your portfolio?

- Never
  - Less than once a month
  - Once a month
  - 2-3 times a month
  - Once a week
  - Multiple times a week
  - Every day
- 

How frequently do you undertake the following value adding activities for the companies in which you invest? For each activity, select the percentage of the companies you invested in where you performed that activity.



## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

Other value adding activities



---

### LP Issues (not shown to Angels or Corporate VC)

---

Which investment benchmarks are most important to your LPs?

Drag any important items to the box on the right and order them by importance (most important first).

Items	Rank important items in order of importance
Gross IRR	<div style="border: 1px solid gray; height: 150px;"></div>
IRR net of fees	
Performance relative to other VC funds	
Performance relative to the S&P 500	
Net cash-on-cash multiple	
Other	

---

What annual net rate of return do you market to LPs as your target? (%)

 %

---

What multiple (net of fees) do you market to LPs as your target?

 x

---

If you have a previous fund, what is its vintage year?

 vintage year

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

If you have a previous fund, what decile of returns does it fall into?

	1st decile (worst 10%)					10th decile (best 10%)					Not Applicable	
	1	2	3	4	5	6	6	7	8	9	10	
Previous fund's performance decile	<input type="range"/>											<input type="checkbox"/>

Over the next ten years, how do you expect the investments you manage to perform relative to the overall stock market?

- Much worse
- Slightly worse
- About the same
- Slightly better
- Somewhat better
- Much better

Over the next ten years, how do you expect the venture capital industry overall to perform relative to the overall stock market?

- Much worse
- Slightly worse
- About the same
- Slightly better
- Somewhat better
- Much better

Do you intend to raise another fund to make VC investments within the next five years?

- Yes
- No
- Other



## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

### Fund Structure - Shown only if more than one partner or partner field is blank

---

Do some partners in your fund specialize in different tasks?

Yes

No

Other

---

What tasks do you specialize in? Select all that apply.

Generalist

LP communication / fund raising

Deal sourcing

Deal making

Connecting companies with potential employees, customers, or suppliers

Other

---

Is the individual compensation of the general partners in your fund dependent upon their individual deal success?

Yes

No

Other

---

Are all general partners of your fund normally given an equal share of the fund's capital to invest?

Yes

No

Other

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

Are all general partners of your fund normally given an equal share of the fund's carried interest?

Yes

No

Other

---

### Conclusion

---

Enter an email address if you would like to be sent an early copy of the aggregate results and an invitation to special early presentations of the results held at Stanford, Harvard, and the University of Chicago.

Did you complete this survey on behalf of another person?

Yes

No

Would you be open to being contacted for a brief interview?

Yes

No

Enter your first name.

What is your preferred contact method?

Phone

Email

## How Do Venture Capitalists Make Decisions? Online Appendix

Paul Gompers, Will Gornall, Steven N. Kaplan, Ilya A. Strebulaev

Other

---

Do you have any comments on or suggestions for the survey?

Powered by Qualtrics