Information Week: How to Attract Venture Capital to Your Startup

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Rob Lalka, Albert R. Lepage Professor in Business and executive director of the Lepage Center for Entrepreneurship and Innovation, was interviewed by Information

Week for a story about finding and obtaining venture capital.

> “Raising funding for your startup is all about building trust with investors who invest in companies like yours, at the stage that you’ve reached, as you work to solve problems that they’re interested in. In the same way you need to find a product-market fit with your customers, you’ll need to do your homework to figure out which early-stage investors are looking for companies like yours.”

To read the story in its entirety, visit informationweek.com:

https://www.informationweek.com/strategic-cio/how-to-attract-venture-capital-to-your-startup