

# Contents

Concept Directory   x

Foreword by Scott Belsky   xiii

Introduction   1

## I. THE FOUNDER COACHES

1

Steve Blank   9

2

Bill Campbell   20

3

Eric Ries   30

## II. THE VENTURE CAPITALISTS

4

Sam Altman: Y Combinator   43

*Contents*

5

Steve Anderson: Baseline Ventures 51

6

Marc Andreessen: Andreessen Horowitz 58

7

Rich Barton: Expedia, Glassdoor, Zillow 69

8

Roelof Botha: Sequoia Capital 78

9

Jim Breyer: Breyer Capital 85

10

Chris Dixon: Andreessen Horowitz 91

11

John Doerr: Kleiner Perkins Caufield & Byers 101

12

Peter Fenton: Benchmark 108

13

Jim Goetz: Sequoia Capital 115

14

Paul Graham: Y Combinator 124

15

Kirsten Green: Forerunner Ventures 133

*Contents*

|                                               |     |
|-----------------------------------------------|-----|
| 16                                            |     |
| Bill Gurley: Benchmark                        | 143 |
| 17                                            |     |
| Reid Hoffman: Greylock Partners               | 151 |
| 18                                            |     |
| Ben Horowitz: Andreessen Horowitz             | 162 |
| 19                                            |     |
| Vinod Khosla: Khosla Ventures                 | 171 |
| 20                                            |     |
| Josh Kopelman: First Round Capital            | 180 |
| 21                                            |     |
| Jenny Lee: GGV Capital                        | 188 |
| 22                                            |     |
| Doug Leone: Sequoia Capital                   | 195 |
| 23                                            |     |
| Dan Levitan: Maveron                          | 203 |
| 24                                            |     |
| Jessica Livingston: Y Combinator              | 212 |
| 25                                            |     |
| Mary Meeker: Kleiner Perkins Caufield & Byers | 221 |
| 26                                            |     |
| Michael Moritz: Sequoia Capital               | 229 |

## *Contents*

|                                              |     |
|----------------------------------------------|-----|
| 27                                           |     |
| Chamath Palihapitiya: Social Capital         | 236 |
| 28                                           |     |
| Keith Rabois: Khosla Ventures                | 248 |
| 29                                           |     |
| Andy Rachleff: Wealthfront                   | 257 |
| 30                                           |     |
| Naval Ravikant: AngelList                    | 264 |
| 31                                           |     |
| Heidi Roizen: Draper Fisher Jurvetson        | 273 |
| 32                                           |     |
| Mark Suster: Upfront Ventures                | 280 |
| 33                                           |     |
| Peter Thiel: Founders Fund                   | 289 |
| 34                                           |     |
| Fred Wilson: Union Square Ventures           | 297 |
| 35                                           |     |
| Ann Winblad: Hummer Winblad Venture Partners | 304 |
| Conclusion                                   | 313 |
| Glossary                                     | 315 |

