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Startup Advice from VCs:
10 Lessons from the Trenches

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From concept to exit, VC AMAs provide top insights for every stage of your startup

As a founder, what if you could ask a venture capital (VC) investor anything? What would you want to know – and what would be most valuable or useful for your business? Well, that's why we created our VC AMA Series, where members of the venture capital community get in the hot seat, share their time and insights, and invite startup teams to "ask me anything." To best experience this ebook, we encourage you to register for the on-demand streams, which will then enable you to view them all.

We've collected top insights from the series to share knowledge from experts, leaders, and investors with the broader startup community. VC investors also share the trends, themes, and hypotheses that drive their investment decisions – and offer an opportunity for you to connect with them directly.

Many of our VC partners are past founders themselves and come from a broad range of backgrounds and perspectives to candidly discuss everything from Web3 and AI to remote work, founder-market fit, and hiring and fundraising in turbulent times. This paper draws
from VC AMAs with startups from 64 countries, 13 VCs from four continents, 12 hours of startup-specific content, and over 200 questions from founders. Read on and be sure to visit the VC AMA homepage to check out all of the past VC AMAs on demand and to catch upcoming events.

* Interview excerpts throughout have been edited for clarity and length.

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Rule #1 Understand your customer

The first 90 days of a startup can be a lot of "hurry up and wait." You found a gap in the market and identified a solution. Maybe you've already built your product and you're ready to test the market, so you can get the data you need to build your investor deck and potentially start fundraising – stop for a moment. Now is a crucial time to remain focused. Use your first 90 days with intention and set yourself up for success.

Eliot Durbin
General Partner, Boldstart Ventures

According to Boldstart Ventures' Eliot Durbin in our "From Idea to Product, Getting Your Technical Startup Off the Ground" VC AMA, premature scaling is a key cause of founder failure. If you build your product, have you fully considered whether you're easily solving the problem for your target customer? If the user has to do 100 things in order to achieve their goal, you'll lose them. Eliot advises narrowing your focus. "The wider your product is, the harder it is to scale."

Both Eliot and Meka Asonye from First Round Capital agree that focusing on customers is the key to success for your first 90 days. Find customers that are obsessed with your product – and understand why they are. As Meka shares, "If you could do one thing right, it's know the hell out of your customers." He also suggests founders use a demo as an opportunity to test and share with customers. If it doesn't work, you're still going to learn something about the product-market fit and whether this customer is your core customer. It really isn't about the total addressable market you start with, but what you end with.

Building a supportive community is also a key element for the first 90 days of your startup. The company you keep can help you keep your company. Community comes in all shapes and forms and includes your customers, your community of advisors, startup networks, and peer founders. Tara Reeves, a unicorn founder and an investor at Eurazeo, advises founders to stay ambitious with the people they surround themselves with. These individuals can become key partners, future customers, team members, or simply a sounding board for your company's growth.

Building a team – know what matters

Rule #2 Never compromise on quality or culture

Even independent of the founder, a quality team is crucial. A top team gives you the best chance for positive outcomes. According to Monashees Partner Caio Bolognesi, a founder should never compromise on the quality of the team, and they should carry that uncompromising mindset through to the culture they build. But for startups, hiring strong talent is the biggest challenge. It's an incredibly competitive marketplace, and finding candidates with specialized skills for work in popular sectors – like how AI is now – will always be especially challenging.

Ali Goldstein Norup,
Head of VC & Startup Ecosystem, Americas, Google Cloud

Founders should use the opportunity to source the best people by showing them the benefits of joining their company at an early stage, and understanding how to communicate its value relative to other opportunities.

Meka Asonye notes that, in the early stages, investors often look at teams as a reflection of the founder. Beyond the founder-market fit, building a team that has the specific skills, and is also a cultural fit, is hard work. To build a top team, founders need to exhibit the "superpowers of a founder": grit, charisma, storytelling ability, hustle, reliability, and an inherent desire to accomplish what they set out to do. As Meka says, when it comes to winning funding, of three key areas – product, market, and team – "Team is the most important. In our backward-looking data, it has the best correlation with outcomes in our portfolio. That might just be us, it might just be early stage, so the first thing I'm looking for is the founding team." As discussed above, in very early stages, scaling prematurely can be a significant risk. But if the right founder can assemble a team that can consistently execute their ideas and confidently maintain momentum, it may be the time to seek funding and scale fast.

Rule #3 Be ready to answer hard questions from investors

Investors vet founders first, starting with understanding their personality and motivations. Does this founder have an advantage in this market? If so, how and why? Caio Bolognesi believes that all early-stage investments are about investing in the right founder. Who's the right founder? Caio says they're the one who takes a lot of feedback, and then formulate their own answers. They don't do exactly what they're told, and that's a good thing. Promising founders display a willingness to be humble, take constructive feedback, and incorporate that feedback into successive iterations that increase the startup's value. Being humble doesn't mean rolling over. It means respecting everyone's role and expertise – and not taking challenging feedback as criticism, but rather as an opportunity to improve.

Grace Ge
Principal, Menlo Ventures

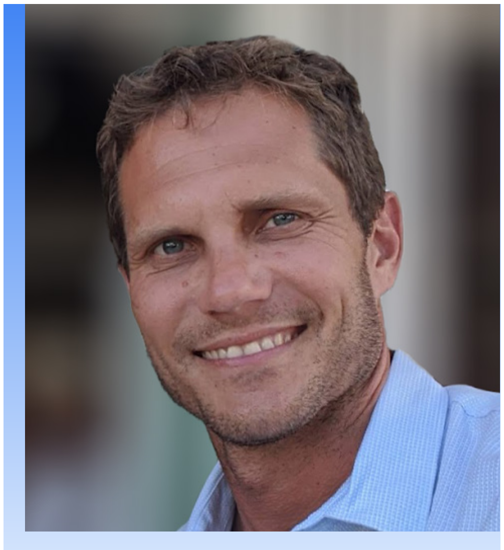
Anna Patterson
Founder and Managing Partner, Gradient Ventures

Tara Reeves
Managing Director, Eurazeo

And speaking of recognizing and respecting roles, Caio shares an interesting insight: Take analyst calls seriously. When positioning yourself and your company with a VC firm, all of your interactions have an impact. Anyone can be a gatekeeper, and everyone shares their impressions of founders. Caio should know – he was an analyst. As he tells it, "Most VC firms are very small and I think one common mistake is that people don't take calls with analysts, principals, and associates as seriously as they should. I know because I've been there. I did that job for many years, and everybody wants to get to the partner who's the ultimate decision-maker. But the team that works with us, they are our right and left hand, so we trust them a lot. They've been doing this for quite a while."

Caio Bolognesi
General Partner, Monashees

With that lens, Caio asks himself these key questions as he evaluates founders:



Mike Langford,
Head of VC & Startup Ecosystem,
JAPAC, Google Cloud

1. Why is the founder working on this startup? Why did they choose this market and why is it relevant to them?
2. How passionate is the founder? How is this passion reflected in their team and what they know?
3. Does the founder work hard and execute?
4. How has the founder brought together different perspectives and combinations of skills to build the product?
5. What is the founder-market fit? What connection does it have to the product and the team?
6. Does the founder have enthusiasm? A magnetic presence? Do they bring overall experience to the table?

Matt Turck
Partner, FirstMark

Part of the VC's role is to maintain a more holistic view of their chosen sector, recognizing broader patterns and investment trends. One way this is manifested in the market is that funding is increasingly moving to early-stage companies. By carefully studying founders, funders strive to spot talent with the potential to build category-defining companies.

Start early and build relationships

Begin talking to investors when you're starting to build. To be clear: at this stage, you're not yet looking for money. It's time to invest in building relationships. And it is an investment. Although most founders are focused on building their companies, sometimes investors can jump in and offer crucial assistance in earlier stages, especially with companies that have a more technical focus. Most founders believe that fundraising should begin when products are ready and in-market. Investors believe the opposite. Here are some quick tips to think about in those early stages:

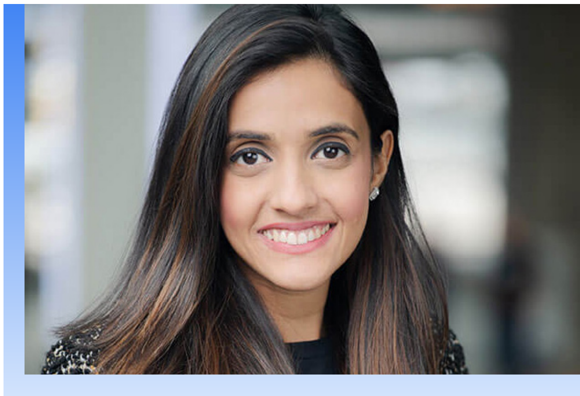
1. Get network-based referrals: Find a founder in a similar market or portfolio company of a fund similar to your target sector, and examine their fundraising strategy. What did they do wrong?

2. Test, iterate, and improve: Do these constantly throughout the fundraising process. Presentation decks and pitches should be living documents that are updated with the latest and best information. This can also keep you fresh, engaged, and looking for new angles.

3. Cold-call: AirTree Ventures' John Henderson shares that 20% of fundraising comes from cold calling. Henderson directly echoes Caio Bolognesi's advice above: Take that call with the analyst seriously – it can drive investment.

Know your product-market fit

As startups begin fundraising, they need to showcase what they've done to prove that their product has sustainable value and to demonstrate that it solves a problem for their users. This could be through social proof, early traction, or software use.



Sanjana Basu
Investor, Radical Ventures

Do your due diligence: Know what you want and pick the right VC

It's a long road ahead. Building relationships with your investors are as important as building your team. And just as investors carefully vet founders, it's equally crucial for founders to carefully examine investors. As Grace Ge, a principal at Menlo Ventures specializing in early stage software as a service (SaaS) and cloud infrastructure, says, "The best time to engage and build a relationship with a founder is well before any fundraise." She adds to "do your research. Choose your partner; don't let your partner choose you." This is echoed by Sanjana Basu from Radical Ventures who stresses that the partner-founder relationship is a long-term proposition. As she says, it's "a 10-year journey – it's almost like a marriage – and as much as we are evaluating companies, founders should also be evaluating us."

As Romain Lavault from Partech shares, sometimes founder-VC relationships are longer than marriages. Grace, Sanjana, and Romain all agree: You can't get to know a VC from a single conversation. Go on a few "dates" and understand the VC, the fund, and whether this is a fit for both parties. Are your goals and values aligned? Do they need to be? What kind of terms or control do they require? Take time to compile a comprehensive list of questions that help you understand if they reflect what's important to you, personally and professionally. Even if you don't ask them directly, it's a good exercise and can help you clarify your thinking and your purpose – and it can also make you come across as more passionate and confident in your business.

Finally, go into fundraising alert. As our own Ali Goldstein Norup, head of VC and Startup Ecosystem for Google Cloud, recalls when she was a founder, one of her mentors shared a bit of wisdom: Although not every business needs to be venture-backed, once you start fundraising, you're always fundraising. Strap in. It's a long and challenging process.

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Managing through the good times and the bad

Rule #4 Demand more return for each dollar you burn

Compared to 2022, all signs indicate that 2023 will continue to be full of surprises. To manage through this market, the VC and startup ecosystem had to react quickly and develop specific advice and plans for this new environment. Grace Ge counsels founders to "extend your expectations for fundraising length and lower your expectations for evaluation expectations. Of course there's always going to be that outlier story, but genuinely and generally know the trends." We're experiencing the hangover from a period of what Grace terms "FOMO rounds" of funding and overvaluation. As she says, "Conserve cash. Extend your runway. We just did this exercise with all of our portfolio companies to have 24 months, if not more, of runway. Command more ROI for each dollar burned – I can't understate how much investors care right now about burn multiples."

In fact, lower valuations aren't just more realistic, according to some VCs, they're also better for founders. Juliet Bailin, a partner at General Catalyst, counsels overvaluation is actually a circumstance "that's not good for anyone." She explains, "Now you not only have to earn your current valuation, which you haven't yet earned necessarily based on the product you've built or the commercial attraction, but also [earn the next valuation] so that people will continue investing in you. That's where a lot of companies right now are really struggling, because they haven't yet earned their current valuations, and they may need more capital, and so they're trying to become more cash efficient." As time goes on, and if the company is fortunate enough to continue an upward trajectory, it actually makes it easier to avoid a later cash crunch – and obtain additional funding when it's most needed.

Juliet Bailin
Partner, General Catalyst

As Romain emphatically states, "We've seen such a great time for the last six-seven years that we forgot about crisis. I started in 2001 in the middle of a crisis. I lived through the 2008 crisis and almost crashed the company. Now, today, we're in a crisis and what I can tell from [these three crises] is that the winners are the ones that have access to cash. So either you create your own luck and be profitable, or you raise now. Don't wait. I see so many companies waiting because they think the market is going to be better, the multiples are going to go up. Don't wait. If you can race today, race because no one can predict what the future is made of, and again the winners in two years will be the ones that had money to live through all of this. That's basically the only thing you can control – all the rest you can't control, so let it go – but the one thing you can control is your cash, so act on it." To hedge until valuations rise or the market rebounds could be a false hope at best, and potentially company-killing if you're starved for capital when you most need it. While cash is king, it's not the only factor to track in tumultuous times – all of the basics still apply. Maintaining focus on core principles can be one of the simplest ways to survive.

Before being a partner at Kaszek, Santiago Fossatti was a founder, and he shares that while navigating the macro challenges will be tough on a business, other factors can be even harder to overcome. "The most common mistake that we've seen is founders that argue with each other 20 days after starting [...] the things that kill a startup [...] that we see at all stages, [are companies] that had scale before solving fundamental flaws of their business model. And that's also very dangerous because [...] you feel that you're building a long-term sustainable business – but if you are not able to keep a large share of those customers in the long run, you are not. So, definitely, scaling before you have the retention has been a mistake."

Weathering market swings requires keeping an eye on the fundamentals, understanding the prevailing market forces behind current valuations, and maintaining steady access to cash. That all requires a clear-eyed, honest assessment of how your offering fits in the market, keeping open channels of communication with your investors, and extracting as much value as possible from every dollar.

Santiago Fossatti
Partner, Kaszek

Developing a board – or not

Rule #5 Bring in a board that will enable your growth

Every investor agrees a board is valuable – but only when it's an asset to the entrepreneur, and typically after the Series A funding. According to early-stage companies, having a formalized board is useless and potentially a bottleneck. Instead, consider having an advisory board. Advisors can include operators, industry experts, and your C-level team, which are just as important to include in the process, according to Romain. Another consideration is naming independent seats. While some founders are reluctant to "give up" a board seat, Rebecca Kaden, general partner at Union Square Ventures, says she welcomes independent members because they can be significant assets, particularly if they bring expertise, network reach, or other skills to the company.

As Caio advises, pre-IPO, the board should include investors who are aligned with the entrepreneur's goals and whose role includes maintaining the health and governance of the board, upholding checks and balances, and eventually leading the startup into being a public company. Board members offer skill sets that the founder doesn't have, and should be thought partners, not "the boss." As Caio says, the true indicator of success as a board member is whether they are the first call of the entrepreneur in good times, and in bad.

Bijal Nagrashna
Head of VC & Startups, EMEA, Google Cloud

Romain Lavault
General Partner, Partech

Scaling with tech has never been better for startups

Rule #6 Cloud-first – and now AI-first – startups can leapfrog technical constraints

Cloud services can give today's startups superpowers unthinkable even a few years ago. Accelerating launch and speed-to-market with cloud services has never been easier – or more affordable. There have been significant leaps in everything from physical infrastructure to security, analytics, big data, and, in the case of AI, advances and major announcements that seem to occur on an almost daily basis. It's a massive head start that many past entrepreneurs regard with envy. And the ability to use enterprise-grade, world-class services means investors like Matt Turck, partner at FirstMark, can advise startups that there's no need to reinvent the wheel with specialized compute-intensive services or to build and maintain systems or infrastructure in-house.

Of course, the pandemic drove a dramatic surge in the adoption of cloud technologies of all kinds. At this stage, no matter what industry you serve, however broad or niche, platforms like Google Cloud offer products and services that can help your business get up and running fast. They make it relatively easy to build, iterate, and seamlessly scale up – and down – according to your ability and needs, and they offer employees and customers consistent experiences across the globe, all with industry-leading security and stability. As Alison Lange Engel from Greycroft says, "Harnessing data and AI allows you to respond in real time to employees or customers or users and that immediacy is a critical part" of remaining responsive, informed, and building trust with distributed workforces and global customers.

Cloud technology enables startups to access the same features and infrastructure as massive enterprises while paying only for what they use. As Venkatesh Peddi of Chiratae Ventures explains, the modernization and adoption of cloud services across industries has also opened up entirely new opportunities for companies to use everything from DevOps to cybersecurity, and from SaaS to advanced analytics and AI, both internally and externally, to offer products and services built on cloud services.

The AI ecosystem is the next frontier: The promise of "picks and shovels"

Cloud technology also opens entirely new sectors to innovation, disruption, and investment. AI has become more business-ready and developer-friendly, and that's enabled startups and companies at all stages to meaningfully adopt the technology. That explosion of adoption means that more large language model (LLM) developers are emerging and generative AI tools are rolling out more domain-specific models – and they'll all need help.

Sanjana understands the opportunities surrounding the resources, talent, and support the sector will need to manage the LLM life cycle, from data management to model development to deployment. As Sanjana reveals, "What everyone is most excited about is LLMOps, and, that is, how do you deploy these LLMs – what is the tooling? What is the architecture that is required to get a coherent large language model into the hands of any developer or any small and medium-sized business? There's a whole layer of work that has to be done and there will be a lot of companies building in these layers, from prompt engineering to fine-tuning, chaining, reinforcement learning, [and] human feedback. All of [which] has to be built. It's a very early space so nobody can make a definitive claim about where it's going to go, but there's no doubt that these LLMs require a whole layer of infrastructure architecture to be deployed."

As a result, investors at all levels, from seed funders to those writing $100 million USD checks, are keeping a close eye on these unfolding developments. During this year's Google Cloud Startup Summit VC panel discussion, Anna Patterson, founding partner of Gradient Ventures, a firm that focuses on early-stage AI companies, and James Luo, a partner at CapitalG, Alphabet's independent growth fund, shared Sanjana's view of the landscape. As James says, "At some point, every company in the world is going to have an application that is powered in part by AI, so I think there's a tremendous amount of opportunity on both sides of the spectrum." The talent, knowledge, and hardware and software required to meet that demand in the realm of MLOps and LLMOps are rapidly expanding. James sees incredible value in what is sometimes described as "picks and shovels." He says, "We'll call it core infrastructure, that underpins AI and enables other companies to take advantage of it, whether they're these large language model companies that are effectively building proprietary models and then licensing the APIs, or companies who are building developer infrastructure to enable developers and companies to make AI a reality for their enterprise."

What this also means is that the funding landscape around AI companies has evolved – with a risk profile all its own. It's all costly to operate and scale, from compute-intensive products and services that use LLMs or other data-heavy foundational models, to finding, hiring, and retaining highly skilled workers, or sourcing scarce hardware components. As a result, AI-based companies may need larger rounds of funding to cover costs. But as noted above, high valuations come with their own challenges, and require concrete results. Another thing to note: VCs are leery of founders and companies who simply attach "AI" to their name or offering with little real or original IP to back it up. Or as Sanjana says, "Real AI companies and not-real AI companies." If you're going to court investors as an AI company, make sure you can stand up to expert scrutiny.

As other sectors have cooled, investors are jumping into AI – and many already have deep roots in the sector and can legitimately lay claim to being some of the first to recognize the promise, and pitfalls, of the technology. There is also greater awareness, support, and resources available for AI-specific startups, like the Google for Startups Cloud Program that offers special benefits and Google Cloud credits to help early-stage companies get a footing in a challenging, competitive environment.

Practice and model wellness and balance

Rule #7 Don't let your exit be burnout

Founding a company is hard work. There will be long hours, intense stress, and extended periods of sustained concentration, often all at the same time. Take it from someone who's seen many founders manage their well-being with varying degrees of success. As Rebecca Kaden relates, "When things get hard, there's an inclination to just work harder." But that approach is a recipe for burnout. There will always be another fire drill, another crisis to manage. Her insight? "What I've noticed over the last decade is that the best founders push back on that inclination and say, 'How can I work smarter?"

Ensuring you're able to think and work with a clear head and be at your best is not only good for you, it's good for your business. Lead by example: maintain a drama-free environment, build a company culture that demonstrates its value of work-life balance, and model equanimity. In short, be a leader that inspires confidence – and, says Rebecca, delegate. Say to yourself, "People are the product of this company and if I can build a team that can solve these problems, it will last much longer than me simply working harder right now." In short, as Juliet states, "If you're not taking care of yourself, you're not taking care of your company."

Rebecca Kaden
Managing Partner, Union Square Ventures

Diversity matters

Rule #8 Prioritize and encourage participation, representation, and a range of perspectives

Founders should actively prioritize and encourage participation, representation, and diverse perspectives at all times and at all stages of decision-making. It's no secret that VC isn't the most diverse sector. Focusing on meaningful diversity is important, but it can be challenging trying to assemble a truly diverse team for a range of reasons. As Grace shares, a colleague of hers has called out the problem of what she terms "the wrapper theory," which is when candidates are hired with the same old credentials, and from the same schools and socioeconomic backgrounds, but a different outward appearance.

James Tan
Managing Partner, Quest Ventures

Experiencing a range of opinions and perspectives holds incredible value for founders and investors for a host of reasons. As Meka states, "If the room is monoculture, it's hard to make the right kinds of decisions." In a global economy, businesses employ diverse workers and serve diverse customers – those founders who can lead, support, serve, and represent diverse constituents are more successful across a range of metrics.

If diversity is of key importance to you as a founder, research funds that invest in diversity, equity, and inclusion (DEI) as a core principle – and those that do not. As stated above, choose your partner, don't let your partner choose you. Tara encourages founders who have a commitment to diversity to pitch everyone, and the right investors will see it as a plus.

The challenges of going global

Rule #9 Hire globally, build locally

Technology now enables startup teams to be distributed globally, and founders can start their companies and hire talent from anywhere in the world. Today, some of the most promising companies are coming from places far away from traditional tech hubs, in regions like Latin America and India. However, what works in North America likely won't work in Latin America. Saying, "I'm going to build the [insert existing business here] for [insert other country/region here]" is not a recipe for success – or funding.

As shared above, investors look for patterns in markets and examine the traits of successful founders, but investors and startups have too often learned the hard way that appropriating the models of current companies with the intent to graft or scale them internationally has become a non-starter. If you're aiming to enter a particular market, it's important to connect with investors and advisors with specific expertise in that region. Within the VC AMA series, you'll find interviews with a range of VCs from Latin America (Caio, Santiago) and Europe (Romain, Tara), to James Tan, Managing Partner at Quest Ventures, specializing in Southeast Asia, as well as Meka's general insights surrounding the investing landscape he's explored in Africa, and nation-specific expertise from India's Venkatesh Peddi.

There are evergreen principles for building transformational companies

Rule #10 Markets may fluctuate – fundamentals don’t change

As there are fluctuations across the technology sector as a whole, we also see specific verticals bloom quickly and catch the attention of investors. Last year, Web3 drew a lot of attention and continues to maintain interest. This year, the explosion of AI has seen many VCs retask to take advantage of what seem to be almost daily developments in the space.
As Grace notes, regardless of the latest technology, there are fundamentals that always hold. “Innovators need to prove that there is enduring value […] that it’s better than the incumbent technology.” Is it easy to adopt? Does it have better ROI than what a customer is currently using?

In startup language, it’s known as a “moat.” What do you have around your company that protects you, and sets you apart from existing technologies or other startups? What’s your sustainable competitive advantage? What’s your defensible boundary? Investors, particularly those with domain expertise, will see through attempts to capitalize on trends – and see that a startup in a “hot” sector comes with challenges all its own. Well before AI became the latest buzzword, Sanjana was deeply involved in researching, investing in, and driving AI advances. As she says, “Part of our job is differentiating between real AI and not-real AI companies […] we see, like, 4,000 companies a year and end up investing in eight.”

Alison Lange Engel
Partner, Greycroft

John Henderson
Partner, AirTree Ventures

Venkatesh Peddi
Managing Director, Chiratae Ventures

According to Sanjana, especially for more technical or AI startups, "Talent is the critical, most important moat [...] the second is a technical moat." As many of the investors above make clear, the same is true for all startups. As Sanjana says, "AI talent is scarce and if you attract those people to your business as part of your founding teams as far as co-founders, you already have a moat and you have already created value in the eyes of people who are assigning value to your company."

Meka Asonye
Partner, First Round Capital

Also, don't dismiss the power of the fear of missing out, or FOMO. For example, at the time of the interview, Meka Asonye identified Web3 as an exciting space that top builders and operators are heading toward, but he also said, "First Round is a generalist fund. We specialize in early-stage startups, so pre-seed and Series A. I personally spend a lot of time in SaaS and fintech and dipping my toes into Web3 [...] and while there may be areas that we're looking at, what we're really looking for is the best people working on the biggest problems. There are areas that I never thought that we would be investors in that we're investors in now, and it's because a really badass founder convinced us that we should be backing them. We have to be in business with them, and if we're not, we're really going to regret it."

Quest Ventures is doubling down on sustainability and impact investments in Southeast Asia. Partech sees hard sciences as a new focus for their fund. If there's one key takeaway across all of our VC AMAs, it's that investors encourage startups to focus on building transformational companies. If you have a new idea – a legitimately novel, better idea – and the passion and ability to execute, don't be afraid to say so. You can find sharp investors specializing in your sector who will share your passion and have the domain expertise to recognize your value.

James Luo
Partner, Capital G

Finally, another time-tested way to build your business – and maybe the next unicorn – is to take advantage of resources, insights, and expertise offered by programs like the Google for Startups Cloud Program. And remember, as Romain counseled above, don't be afraid to launch. Some of the greatest companies are built in times like these. For more inspiration, hear from all of the contributing investors and dive deeper into the VC AMA Series.

A special thanks to our speakers and venture capital partners:

- AirTree Ventures, John Henderson
- Boldstart Ventures, Eliot Durbin
- CapitalG, James Luo
- Chiratae Ventures, Venkatesh Peddi
- Eurazeo, Tara Reeves
- FirstMark, Matt Turck
- First Round Capital, Meka Asonye
- General Catalyst, Juliet Bailin
- Gradient Ventures, Anna Patterson
- Greycroft, Alison Lange Engel
- Kaszek, Santiago Fossatti
- Menlo Ventures, Grace Ge
- Monashees, Caio Bolognesi
- Partech, Romain Lavault
- Quest Ventures, James Tan
- Radical Ventures, Sanjana Basu
- Union Square Ventures, Rebecca Kaden

Supercharge your growth with the Google for Startups Cloud Program

The Google for Startups Cloud Program provides your funded startup with access to dedicated mentors and industry experts, product and technical support, Google Cloud and Firebase costs covered up to $200,000 USD (up to $350,000 USD for AI startups) over two years, and more. Apply now.

You can now access new benefits for AI startups that give you technology and resources to build easily. Take advantage of our open AI ecosystem and tap into the best of Google's infrastructure, AI products, and foundation models.

Web3 projects and startups can also access benefits that offer technology, community, and resources to help you focus on innovation instead of struggling with infrastructure as you build decentralized apps, Web3 tooling, services, and more.

Apply for the Google for Startups Cloud Program today.