

VCs Need Help

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## STEP 1: HYPOTHESIS

We believed that

VCs need help with executive recruitment for their portfolio companies

## STEP 2: OBSERVATION

We observed

2 out of 3 VCs need help with at least 30% of their portfolio companies

Data Reliability:



## STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

VCs do need help with executive recruitment for their portfolio companies

Action Required:



## STEP 4: DECISIONS AND ACTIONS

Therefore, we will

execute our strategy by partnering with VCs