

The Voice
of Investor Experience

John O. Huston is one of the true pioneers in the U.S. Angel investment field. A former bank President, and Chairman Emeritus of the Angel Capital Association, John is famous for converting his vast Angel investing experience into simple quotes which “tell it all.” Here are just a few of them – all suitable for framing! (Clicking on any of these quotes will bring up a .pdf which you can print out.)



Many Angels have seen more deals than they can remember. Some remember more homeruns than they have seen.

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When assessing “first mover advantage,” remember that mousetraps demonstrate the wisdom of being the second mouse.

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Angels who won't conduct postmortems climb the ladder of success wrong by wrong.

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Raising your first Venture Capital round can be like bobbing for piranhas.

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For some entrepreneurs,
it's better to be never
than late.

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Entrepreneurs' genius
is the gold in the mine;
angels are miners helping
to extract it. VCs are claim
jumpers.

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If you take comfort in
anti-dilution clauses,
you probably believe in
lifetime guarantees.

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