

# 100 Hustonisms

Disclaimer: These contents are my mere attempts at humor. They do not reflect the views of the Angel Capital Association, The Angel Resource Institute, Rev1 Ventures, or any of the four angel groups to which I belong.

## FORWARD

*Hopefully these sayings will provide some levity while you toil to advance our innovation community.*

(1)

*In the theme park of finance, angel investing is the fun house.*

(2)

*Your investors should look like they were invited guests, not the result of a scavenger hunt.*

(3)

*Bragging about an up-round is like bragging about your future grandchildren.*

(4)

*Failing to raise your second round means you've already had your 15 minutes of flame.*

(5)

*Directors of zombies should stop caretaking and start undertaking.*

(6)

*Many angels have seen more deals than they can remember. Some remember more home runs than they have seen.*

(7)

*If you think your success picking large cap public company stocks is relevant to angel investing, you probably think babies are small adults.*

(8)

*“Director” is one word that can turn into a very long sentence.*

(9)

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

(10)

*The problem with zombies is not their shortcomings, but their longstayings.*

(11)

*Most active angels are “seasonal angels.” They suffer at least one loss each season.*

(12)

*Angel investing is a great boredom-killer.....but boredom can be a bargain.*

(13)

*Whether the success of Steve Jobs, Bill Gates, and Mark Zuckerberg could have been prevented by entrepreneurship courses remains unproven.*

(14)

*If you think divorce is a non-event invest in husband-wife teams.*

(15)

*Angel directors are like prunes. They started as plums, become seasoned by experience, and developed thick skins.*

(16)

*Avoiding post mortems enables experienced angels to lose money just like beginners.*

(17)

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

(18)

*Too many first time entrepreneurs don't know what they really want, and will sacrifice all they have to get it.*

(19)

*An ideal co-investor is like your favorite dermatologist: Points out malignancies, but doesn't write prescriptions for each wrinkle.*

(20)

*Due Diligence basically determines if this is a fantasy we choose to believe.*

(21)

*Forecasts are presented like astronomy, precisely predicting future movements. By the next funding round astrology has usually taken over.*

(22)

*First time MBA entrepreneurs can do all the wrong things precisely by the book.*

(23)

*If you seek a great humanitarian reason to make a lousy investment medical devices are tough to top.*

(24)

*Never throw good money after money you cannot admit you've already lost.*

(25)

*When you get discouraged by the difficulty of learning angel investing, consider the Wright Brothers' quest for a flight instructor.*

(26)

*Angel Directors teach new dogs old tricks.*

(27)

*Home runs are much more fun than if the business plan had actually happened.*

(28)

*The best reason to buy large cap stocks is so you can blame your loss on a Wall Street analyst.*

(29)

*Lucrative exits are easy for anyone who can simultaneously swallow and exhale.*

(30)

*Angels lured by cheap valuations should buy tattoos when they're on sale.*

(31)

*For some entrepreneurs failure attracting VC funding became their greatest success.*

(32)

*If you like life distilled down and sped up, you'll love angel investing.*

(33)

*Everyone says "bet the jockey not the horse" but even the best entrepreneur loses on a burro.*

(34)

*The oldest ways to lose money are enthralling opportunities to the newest angels.*

(35)

*The similarities between any two lucrative exits are different.*

(36)

*In “Best Practices” lectures I always remember that I’m sleep-deprived.*

(37)

*When anyone brags about their portfolio’s imbedded gains brag about the winning lottery tickets you plan to buy.*

(38)

*Raising your first VC round can be like bobbing for piranhas.*

(39)

*Business plans don’t become obsolete until after your check clears.*

(40)

*Angels who are the most polite to entrepreneurs are actually the most impolite of all.*

(41)

*If unsolicited advice is the junk mail of life, advice from those with no money at risk is the spam.*

(42)

*When I look at my yacht I'm reminded of my 30X exit. I don't have a yacht.*

(43)

*If convertible note rounds are so savvy, why don't they appear in every Capital Access Plan?*

(44)

*If you think "exit" is a fine Thanksgiving dinner topic back CEOs who hire family members.*

(45)

*Invest in ventures that are like the game of **Monopoly**.....there's just one maker of **Monopoly**.*

(46)

*This company is just like a family.....completely dysfunctional and in total denial.*

(47)

*A cohesive Due Diligence Team can arrive at a decision much worse than any member could individually.*

(48)

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

(49)

*From my director options I've been compensated at a rate 3X the minimum wage.....from the year of my birth.*

(50)

*Smart flies sit on fly swatters. Smart angels sit on wallets when SAFE's are being sold.*

(51)

*Entrepreneurs we fund don't have time to complain, while the unfunded whine about angels.....proving that "Those who can't dance always hate the band."*

(52)

*Young founders soon learn the facts of strife.*

(53)

*Elevator pitches remind me how many entrepreneurs grew up in a high rise.*

(54)

*Shooting holes in 5-year forecasts is like hunting sloths..... with a high powered rifle.....with a laser scope.*

(55)

*Thinking an up round predicts a great exit is hatching your chickens before they count.*



(56)

*Entrepreneurs should stop and smell the roses.....right after they've exited.....and in their own garden.*

(57)

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

(58)

*Being first to market and first to fail only proves you're fast.*

(59)

*Angels seek entrepreneurs who can convince us to believe in miracles.*

(60)

*If you take comfort in anti-dilution clauses you probably believe in life-time guarantees.*

(61)

*There's no accounting for taste, and too few founders have a taste for accounting.*

(62)

*When investing in medical devices it helps to remember that medicine is the best laughter.....and you laugh until you cry.*

(63)

*Until the exit, we're just donors. We only become investors when we get more than our money back.*

(64)

*Patent infringement is the duck of the law; Patent litigation is the luck of the draw.*

(65)

*Due to my portfolio's returns I'm not drinking anymore.....but I'm not drinking any less either.*

(66)

*If angels were singer/songwriters many could only sing a medley of their hit.*

(67)

*Both spectacular success and extraordinary failure can change your signature into an autograph.*

(68)

*At board meetings, VCs can be outspoken.....the question is by whom?*

(69)

*Modesty prevents angels from bragging about their home runs; modesty is typically soluble in alcohol.*

(70)

*The entrepreneur whose very first outing is a home run might find that success can be a terrible misfortune.*

(71)

*If the definition of "financial lunacy" is taking an equity risk but only receiving a debt return, then many angels should be institutionalized.*

(72)

*Down rounds are the tunnel at the end of the light.*

(73)

*Entrepreneurs who fail at finding investors usually succeed in finding someone to blame.*

(74)

*Contrary to popular belief, adding more tabs to your forecast does not improve actual results.*

(75)

*If failure caused learning fools would be an endangered species.*

(76)

*"I just want to know where I'm going to die so I won't go there" is the goal of pre-mortems.*

(77)

*When your venture is on the rocks, adding a fine single malt scotch is sometimes your best move.*

(78)

*Business is conducted in a marketplace that is a complex, adaptive system, so “business **plan**” is an oxymoron.*

(79)

*VCs who crush angels' returns give the other 10% a bad name.*

(80)

*Angels who never write a follow-on check deserve the fate of Stuart Sutcliffe and Peter Best (who left the Beatles early).*

(81)

*It's true a lion hunts best when hungry. It is not true a starving lion hunts even better.*

(82)

*Hospitals are always whining about their financial pressures, but when was the last time they ran a special on knee replacements?*

(83)

*If you like to drink downstream from the herd, crowdfunding is for you.*

(84)

*Surveying the barnyard of my angel investments I see far too many gobblers begging to be fed again.*

(85)

*Some founders would rather be a failure at something they love than risk falling in love again.*

(86)

*The CEO's mantra was "There is no I in **TEAM**," but we soon realized there are two of them in "**schizophrenia**."*

(87)

*Never feel you are alone having never had a big exit, because you're never alone feeling alone.*

(88)

*Savvy entrepreneurs would rather be able to spurn new money than to have money to burn.*

(89)

*Angels want to have a reputation for generosity, but bought at the lowest valuation.*

(90)

*If you laid all the VCs end to end.....that's right where I'd leave them.*

(91)

*During board meetings some directors need to be reminded that  
“Silence is golden; Duck Tape® is silver.”*

(92)

*A post mortem reveals why the venture had such a bright future  
behind it.*

(93)

*So many of my ventures are “good ideas gone bad” that surely it’s  
time for one to become a “bad idea gone good.”*

(94)

*Angels who don’t take advantage of the tax code commit capital  
punishment.*

(95)

*I love it when my portfolio CEOs ask for my advice. I love it more  
when they ask for my wire transfer instructions.*

(96)

*Your odds of not getting crushed in a medical device deal improve  
greatly when you don’t invest.*

(97)

*Emergency bridge rounds are like parachutes. If you can’t get one  
when you really need one, you’ll never need one again.*

(98)

*Zombies aren't even considerate enough to go belly down.*

(99)

*Big Exit can be more elusive than Big Foot.*

*(and, finally)*

*The Angel's Catch 22: Entrepreneurs who launch a start-up disregard odds so horrible they must be crazy. Those who know the odds keep their day job so are sane. We back the crazies.*

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