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The Bob Pritchard RADIO SHOW

The Bob Pritchard Radio Show
Tuesday at 5 PM Pacific
April 07th 2015: For Start Ups, How Important Is Burn Rate?

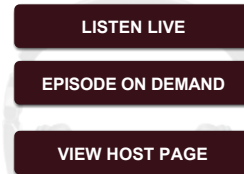
Many investors, particularly those that have been used to investing in traditional companies are always urging entrepreneurs to minimize burn rate. They also urge entrepreneurs to minimize the salaries they pay the startup team to minimize costs. A number of studies have shown that neither of these actions are in the best interests of e-commerce companies. For companies with a great business idea and a path to profitability, striving to increase burn rate, in order to increase milestone right is usually best; Microsoft at 40; what to do if you get a Cease and Desist letter; Stanford grads can

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Featured Guest



Bob Peirce

Bob Peirce co-founded BritWeek while serving as British Consul General in Los Angeles from 2005 until 2009. He retired from government work in 2009, after 32 years as a diplomat, and now works with a number of start-up companies in Los Angeles and elsewhere, and sits on non-profit boards including the Education Development Center and the Churchill Center. Bob's diplomatic posts included China and Hong Kong, Uganda, the United Nations in New York and the British Embassy in Washington DC. Between 1980 and 1997 he was a key negotiator in the talks leading to Hong Kong's handover to China. Bob played a key role in the Northern Ireland peace process and drafted the 1999 report, which formed

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