

What VCs Are Looking For

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Nenad Marovac, managing partner of venture capital firm DN Capital, throws light on what makes VCs say 'yes'.

Despite the reduced funding levels for technology start-ups in 2009, many opportunities for investment still exist, as the recent establishment of Google's [new technology](#) VC fund, Google Ventures, demonstrates.

In order to be successful at securing investment in an atmosphere of increased competition for a smaller pot, young companies must have certain qualities. They require an excellent product, a unique service proposition, the ability to save their customers time or money, and the potential to generate significant revenue.

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