



Jeff Eversmann

Entrepreneurship Author and Speaker

Jeff is a Venture Capital & Private Equity executive with refined expertise in technology startups and entrepreneurship, including fundraising, launching, and operating. He is adept at communicating across all levels of business with engineers, finance professionals, attorneys, C-suite executives, Board Members, and investors. He has a CPA, MBA, teaches entrepreneurship, and coaches early-stage founders.

Jeff has recently published the book *Fooled by Early Adopters* which discusses the issue of effective go-to-market strategy and product-market fit in early stage startups.

Areas of Expertise

Lean Startups • Product-Market Fit • Entrepreneurship • Customer Development

Presentation Topics

Product-Market Fit

How to identify an opportunity in the market, ensuring that your MVP is a product people will want to buy; by first creating a product, and then a business, before building a company.

Early Stage Fundraising and Cap Tables

By taking the necessary steps for both finding investors and ensuring a secure cap table, founders can set their company up for success and avoid falling into traps that are difficult to escape from.

The Right Money Framework

Is it possible to know if you are spending the right money on the right things at the right time? With proper strategy and effective communication, entrepreneurs can experience less stress knowing that they are on track.

Testimonials

"Jeff's professional dedication is matched by his knowledge across multiple business disciplines and his ability to lead and be part of a high growth team."

Terry Jones, Chief Executive Officer at Nexersys/XFit, Inc.

"Jeff works diligently and effectively to identify and align with market opportunities, technical alliances, industry thought leaders and academic partners."

Martin Estill, Chairman of Omnibase Logic

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