



One of the very common interview questions you'll encounter in VC interviews is about an investment thesis. There are some basic methodologies to follow when putting together an investment thesis and below is some advice on how to tackle venture capital investment thesis questions.

1. Thesis versus thematic driven approaches

Thematic investing involves identifying big themes and then going after companies that will benefit from those big trends. For example, trends such as "the shift to mobile" or "social media", etc. This is about identifying themes and spreading your bets across various companies that will be exposed to those trends in a positive way.

Thesis driven investing is more narrowly focused, and involved trying to evaluate where a specific sub-sector is going. Under this approach, each company is evaluate on a standalone basis.

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