

1. **Criteria** use to make investment decision
  - (1) they convince me they are dedicated , passionate, and know what needs to be done to reach their **goals**
  - (2) they show me there is a big **market opportunity**, that they can capture a meaningful amount of the market, and that they clearly understand their competition
  - (3) they understand their **metrics** and financials cold
  - (4) they demonstrate they would be good people to work with and are **not afraid of risks**
  - (5) they convince me that we could make a kazillion dollars together and have fun doing it.”
2. Successful venture capitalist:  
**Li Ka Shing** (Horizons Ventures Limited)
3. companies venture capitalist funded:  
Investments of Horizons Ventures Limited include DeepMind, (later purchased by Google), Dollar Shave Club (purchased by Unilever), Siri (purchased by **Apple**), and Meta (insolvent).
4. kinds of ads displayed:  
Device Information, Device Location, Searches on the App Store, Apple News and Stocks
5. How does the content of these ads pertain to demographics and interests of users:  
They **create segments**, which are groups of people who share similar characteristics, and use these groups for delivering targeted ads. Information about people is used to determine which segments you’re assigned to, and thus, which ads you receive.