

# BUSINESS INSIDER

## Why Snapchat's first investor new TV show can help him fir hit



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18H

Lightspeed's Jeremy Liew has a knack for finding innovative consumer tech before rival venture capitalists — he was the first to [discover and invest in Snapchat](#), after all.

But now Liew is part of a new project to try and get an edge in the VC game: Apple's new show that debuted this week, "Planet of the Apps."

You can think of "Planet of the Apps" as a "Shark Tank" for app developers. App makers get help from celebrity mentors like Jessica Alba and Will.i.am, and then pitch Liew and his colleagues, hoping they'll invest.

The show runs every Tuesday exclusively on Apple Music.



Jeremy Liew on

### 'A ton of reservations'

*Apple*

While a chance to work with Apple on its first big foray into TV — and raise the public profile of Lightspeed Venture Partner no-brainer, Liew told Business Insider his firm wasn't immediately sold on

Lightspeed was the first investor in Jessica Alba's startup The Honest Company, which makes friendly household products, and it was Alba who first approached Liew about the show.

"It wasn't on our list of things to do for 2017," Liew said. And at first, Liew admitted.

Why?

"What if you make us look terrible," he said, recounting his questions at the show. "What if the guys?" Lightspeed also had to commit to investing \$10 million in various companies. What if they didn't find companies they liked?



### The celebrity judges

*Apple*

But the concept grew on Liew, who realized that it would help him with his of his partners, invests in consumer tech. And on the consumer tech side of thing is often not about some specific technical expertise, but rather unique said. Those types of insights often happen outside of Silicon Valley rather than Fayetteville, Liew continued. The VC industry in general has always been like it's sometimes hard for Liew to find those founders.

"In that context, you can't know [the up-and-coming founders] already, though it is important." Liew's hope is that if people have seen him on "Planet of the list of people they reach out to. It's not necessarily about the founders on the investments from Lightspeed), but the ones who are watching at.

### The critics

The risk, however, is that the show will make Lightspeed look silly. The early "Planet of the Apps," with Variety [slamming the show](#) as a "bland, tepid, bane of Tank." My colleague Avery Hartmans [called it](#) an "unintentionally comical and more favorable to Liew himself.)

But Liew said he's not sweating the critics. " My future is not going to be in jeopardy. What Liew wants is for viewers to think he's asking the right questions to the VCs. It has centered on the celebrity mentors, not the VCs.

In the end, Liew will take a few punches from critics if it means an increase in ratings. Finding the next Snapchat might depend on it.

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