

# Letter to our Members

Bruin Ventures

*2017-2018 Academic Year*

## **Dear General Members of Bruin Ventures,**

First off, I would like to say thank you. With your dedication, passion, and hard-work, we have seen our organization flourish and exceed all expectations. Every day we continue to establish a precedent for the future of entrepreneurship at the UCLA. And ultimately, we are directly connecting individuals to people with similar passions.

One year ago, Bruin Ventures did not exist the way it does today. We picked up the fragments of a broken club – including all its sharp edges – and built something stronger. Risks were taken and mistakes were made, but it goes without saying that the footsteps of our past have directed us forward to where we stand now.

As we grow, we will face more challenges. Unforeseen circumstances will test our ability to remain confident in our mission, but there is much reason to stay optimistic in the times where we will venture off path. Each setback will be a test and we must push through with all our energy to ensure the success and longevity of this club.

This last year, we received 168 applications – and accepted 14.3%. We chose you because we believed you were more than just the brightest and most passionate individuals on this campus. Our success stems directly from your desire to learn and your willingness to accept challenge.

This upcoming year, we expect to see even more growth. With an increasing bar of qualifications, we will grow exponentially in both talent and development. Members will implement more ideas, foster new partnerships, and become a more cohesive team. Additionally, through the introduction of a new associate member program, we will combat one of our largest obstacles: member retention.

Although we recruited thoroughly, people fell out from beneath us. We must identify the reasons why this has happened. Was it because our mission was misinterpreted? Did we as a club fail to provide? Or largely, was

it because we disregarded the importance of strong member connections? In our new member program, we will focus on creating a stronger link between members, our mission, and our club in general. More intensive training activities will be implemented – adding to both individual growth and knowledge. Will this mean more members must be accepted to filter out the lesser committed? Possibly. But the purpose is not to create a filtration system based on commitment but more as a time for new members to learn and become aligned with the mission and goals of Bruin Ventures.

Our success will come from ensuring every detail is exceptional. Each building block must exceed expectations. And this starts with having a uniform and accurate interpretation of our organization among all club members. Misaligned descriptions, or purely differing conversation, creates external confusion. When creating a public announcement of the club, such as on LinkedIn, photo-captions, etc., use key words from other published material that better represents our club. Our website, and other documents, are great resources for reference.

Partnerships, events, and other opportunities will arise and we must capitalize on those moments. Bruin Ventures will take on a more connected approach to other campus organizations such as Bruin Entrepreneurs, Startup UCLA, UCLA Anderson, among others, to truly reach our goal of impacting the community we are a part of. This past year, we hosted events with Brad Feld and Mark Suster, Scott Dudelson, UCLA ACM, and that is just the tip of the iceberg. But our accomplishments this past year do not stop there. Our analysts in Startup Research have now completed over one-hundred reports, we've introduced our new technical track, created official partnerships with local Los Angeles organizations, and begun to improve our club culture through social events and a Big Bear retreat.

In the next year, we plan to have over double the amount of events with more local VCs, founders, and contributors. We will integrate more student speakers from other organizations to create better intradisciplinary relations. Also, we will build more relationships with recruiters who can offer us all a great amount of insight. Creating a network for our members is important, but overall, we hope we can implement more programs that build meaningful relationships rather than just another connection on LinkedIn.

It's easier to think of ideas and much harder to implement them. Delegation of tasks is very important in order to accomplish those ideas, however, delegation means nothing without self-accountability. Don't just write down ideas – act upon them. Get help from your peers. We all wish to see growth and want to help. Even more-so, hold yourself accountable. That might mean turning in your research reports early, cold-emailing new firms, re-

searching breakthrough ideas, or just going above and beyond your role. This is how we will succeed.

Finally, we would like to congratulate all of our outgoing seniors who have been integral in BV. We wish you all the best in your future endeavors and are extremely excited to see where your journey in life takes you. We are filled with enthusiasm to see our organization at the epicenter of a evolutionary time in UCLA's new focus on entrepreneurship. New opportunities will arise and our campus influence will grow. It both starts and ends with each one of you – we cannot thank you enough for the hours of dedication and hard work you've put into this club. As this year comes to an end and with next year beginning a new journey, we are eager to see Bruin Ventures *Cultivating UCLA's Leaders in Entrepreneurship, Technology, and Venture Capital*.

Sincerely,

**Josh Khalili**  
***Outgoing President***

**Pierson Marks**  
***Incoming President***