



THE CENTER FOR MARKETING *and* CONSUMER INSIGHTS
VILLANOVA SCHOOL *of* BUSINESS



Why Venture Capital Needs a Marketing Home

VC is about capital allocation and **discovering value early, shaping narratives, accelerating adoption, and building markets**. Those are fundamentally **marketing concepts**, so CMCI is a natural home for the Villanova Venture Capital initiative. Early-stage companies rarely have robust financial histories, but they *always* have hypotheses about customers. Marketing insight is what validates (or falsifies) those hypotheses through market intelligence, customer insight, and value communication.

1. Understanding **demand** precedes understanding **revenue**. VC is **market pattern recognition**, not just balance sheets. Investors analyze financials *and*:
 - Identify unmet or emerging customer needs
 - Anticipate shifts in consumer behavior
 - Recognize why a product will resonate before the market proves it
2. VC is successful when the marketing is **accurate and strategic**:
 - Identify & solve the right problem
 - Target the right customer
 - Articulate the value clearly
 - Successfully achieve adoption and trust
3. Marketing bridges innovation and scale. A startup becomes **venture-worthy** when it can:
 - Define a compelling value proposition
 - Position itself in a crowded or emerging category
 - Build credibility with customers, partners, and investors
 - Scale adoption efficiently
4. Modern, hands-on VCs help **build startups operationally** through:
 - Market positioning
 - Customer discovery
 - Pricing and packaging
 - Brand storytelling to investors, customers, and talent
5. A home with CMCI gives VVC a differentiated identity for Villanova. Housing VVC within the marketing department allows Villanova to claim a **distinct position**:
 - Rooted in consumer insight, market understanding, and value creation
 - Attracting founders who care deeply about customers and investors who value long-term market fit
 - Producing graduates who can bridge finance, strategy, and marketing fluently