



**Jake** 00:59

Thank you so much, vedika, for joining me on the show today. I really appreciate you taking the time. I've been looking forward to this conversation for some time now. And you know, you're obviously I've done my research and I'm very familiar, Chief of Staff and investor at the weekend fund. Prior to that you have some experience with some startups and a very interesting story I would love for for those who you know, aren't as familiar, if you could just sort of tell your story from as early as you're willing to start really, I like to hear about sort of the the origin story to to where you are today.

**Vedika Jain** 01:35

Yeah. Thanks for having me, Drake. And I'm really happy to be here. So, um, yeah, let me take you all the way all the way back. So I actually grew up in South India, in Bangalore, and I had a very free childhood. So my brother avara, and I were close in age. And we also had a dog who was roughly the same age as ours. And so we had like this team situation, but our like, parents traveled a lot at pre High School. And that meant like my brother and I had a lot of freedom. And what we decided to do with this freedom was basically just like, spend our time and whatever captured our curiosity. So let me give you let me give you some examples. And we lived in this like duplex apartment situation and there was like an office underneath us and the office got burglarized. So it got like broken into and we decided I remember to actually investigate that crime. We used to organize like Hide and Seek games for like our entire neighborhood. Lots of coordination involve, like a bunch of kids, and playing hide and seek, like, basically anywhere in the neighborhood. We take our dog to school, and on the drive to school and back, because why not? We we lost this dog many times and found in many times. And yeah, we have like an unusually high amount of like, freedom in our lives growing up. And, and there's definitely some upsides to that. And some downsides. I think the up like the main upside was every time we had a problem, like the default was to like solve it ourselves, at least in like, the early years, because our parents weren't like they were gone for like, you know, a week at a time, or maybe even longer than that. And the downside was like, we had very little routine, like I don't ever remember having like a bedtime, for example. And I like admittedly still struggle with that. To this day, like I stay up way too late,



all the time. And my, my parents run a family business. So my grandfather, he started a flour mill in South India, having dropped out of school in the fifth grade. And then he ended up becoming like a weak broker in the market and eventually built one of the largest flour mills, flour mill groups in South India, so we definitely have like that backdrop of a family business. And we'd have like conversations related to the business at the dinner table. But when I was 17, and I was lucky enough to go to university in California, so this was at Berkeley. And I showed up a week, the week after orientation. So like that was like the, you know, like the first welcome week of classes and the reason I showed up a bit late was because it was like a massive negotiation process with my parents back home because they were paying for me to go to university in the US, which is not easy at all because my parents were like, earning in rupees and paying in dollars. But anyway, I finally like show up and I was like in the science and engineering dar I'm at Berkeley. And it was wild. Like, I just remember like, I was like overhearing conversations and having conversations with like other 17 and 18 year olds who wanted to like they were saying, like, build parts of the future. And I was just like, I have no idea, like what that even means, but like, I want to be like, I want to be a part of that. And ended up doing like a whole bunch of internships in tech. And the last of these internships I like cold my cold emails my way into it was a venture capital internship at a late stage fund called mithril capital. This is like associated with like the, like the Peter teal umbrella. And I was an intern for my last semester of college. And I remember like sitting there and founder pitches and thinking, like, how could this possibly be a job? Like how can you get paid to hear other people talk about the future. And, and I finished the internship, and I joined stripe, and this was in 2015, I was on the risk team at stripe. And the team had like a very interesting setup. So it was 20 people half engineering, half non engineering, and at the time, I think they were managing risk for about \$20 billion dollars and payment volume globally. And no one on the team like actually had any meaningful risk experience. And then I ended up losing the h1 b visa lottery. I ended up taking a year off. And instead of moving to Australia, London office, and went back to India spend time with my parents, my grandparents, aunts and uncles, and then went to Berlin that summer, to learn how to code. And it was one of these coding boot



camps. And I realized it takes way longer than nine weeks to actually learn how to code and after that summer, I joined a FinTech startup here in London called shoe layer at trilayer is basically trying to build the plaid of Europe, I was the fifth or sixth person to join the team ended up being the first product manager there. And when I was leaving a year and a half later, we were 100 people, and they've doubled in the two years after that, as well. So learned a lot about how like tech startups actually scale. And that brings me to my current job that we can fund. I mean, we can talk about this like a bit more if you're curious that I remembered how energizing it was to work at Metro in that in that investing internship I talked about. But I was interviewing with venture capital funds and honestly, like they weren't really going anywhere, it felt like the best position I could get like was like an associate position which which wouldn't have been bad at all. But I did want to like meaningfully work with founders, especially because like I had a product background and that's where I thought my strengths slide. So I decided to start writing these fantasy investment memos. And how these worked where every time I saw like a funding announcement on TechCrunch or like a portfolio page of a fund that I looked up to like to Union Square ventures is a good example because they publish investment memos. a16z publishes like an investment summary. But yeah, funds like that, who actually announced a lot of their investments and some of their reasoning behind that investment. And then I tried to like reverse engineer the investment as if I had seen the deal. And one memo led to the next and when my current boss Ryan Ryan was hiring for the Chief of Staff role at weekend fund, he actually reached out to a friend of mine Harry stabbing recommendations, and Harry just completely luckily recommended me for the role. He'd also he like had read some of my memos and had like that context as well. And I ended up starting and we can find part time so this was nights and weekends which is on band for the fund because we're cool weekend fund and six months in I joined full time and it's been one and a half years since that point and it's honestly been the best job I've ever had.

**Jake** 09:31

That's an awesome story. I appreciate you sharing and you certainly went back far enough as I like to hear with the childhood stories of playing detective for what sounded like a real crime and then



organizing the the neighborhood Hide and Seek and maybe that was a you know Harbinger for for the organizational skills you'd later put in action today. weekend fund. Question from from the early days and your parents have this Or at least had this this flower milling business? Was there any expectation growing up that you would sort of fall into, you know, being the successor basically, for that business and keeping that business going?

**Vedika Jain** 10:14

Yeah, I think there were always undertones of that expectation, as is the case with most family businesses. But at the same time, my my dad, about 10 years into running the family business actually decided to take a two year break and go get an MBA. And I think that really exposed him to like, just like the value of like, getting exposure to a world that it's very far from the family business. So I think Laura, than I borrowed this, my little brother, he also works in tech, we just got really lucky that my dad and mom and had that experience when, like, you know, four or five years after they had the both of us. So they were like, Oh, definitely open to the idea. And like saw the value in us like before we even like made any of those decisions that we actually kind of went out there, like in the world and like have like a good feel for what like the other options were.

**Jake** 11:21

Right. Yeah, that makes sense. And certainly, I'm sure that they are proud of where you guys have ended up. And hopefully, the business is still doing well back home. But it's nice to branch out and get the exposure, like you said and working on these different things and tacking otherwise. So you go to Berkeley or I think 17 years old. Is that your first time in America what what was like the, you know, was there a culture shock there, you mentioned sort of meeting all these people who want to sort sort of help build the future, I'm curious to hear how that sort of experience was coming from a childhood in India, sort of comparing and contrasting what you were used to, versus what you were sort of dropped into all of a sudden.

**Vedika Jain** 12:04

Yeah, it was, I mean, it was definitely a culture shock. Also, my parents didn't drop me off at college. So like, I feel like even that,



like, you know, those few initial weeks that your parents like spend dropping you off at school, which I understand now is like the norm that really helps you like, kind of cushion your transition, right, like into this world. But I basically just like I rocked up, and yeah, like I think, I think my kind of initial impressions were just like, the level of ambition was just completely different from what I was used to at home. And the second thing is, I didn't have like a lot of like, I mean, my parents definitely, like ran a business. But I come from this community in India, the marwadi community, and increasingly a lot more women are like, you know, work but growing up I just didn't have like that many like, on sir uncle. Sorry, not uncle sir. But I didn't have many aunts, or like female family, friends, or people that I lift up to who actually like built a career. And then I was suddenly like, surrounded by like, other girls, my age, and all of them had like ambitions to like, build a career. And so that was, I think that was like really like validating in a way because that's like what I wanted for myself, as well. But yeah, I like I was just a completely different world than the world that like I was exposed to backup.

**Jake** 13:51

Yeah, I can imagine. And he said, I think it was your first internship was with mithril or however, that's that. Yeah. The VC firm. Yeah. And so it was that, you know, that's obviously you sort of come full circle there. Yeah. Me being an VC again, after a couple of stints? Yeah. Startups Was that something where basically, like you identify that early as something you'd really be interested, you sort of mentioned like seeing these people, reviewing pitches, and being like, how could you possibly get that was that like your your dream job sort of once you sort of settled in at Berkeley and realized, like, what this world of tech was sort of all about?

**Vedika Jain** 14:31

Yeah. mithral was actually my last internship. I'd done like a bunch of internships before that, but it was my first investing internship. And the way and Metro came on my radar is because they posted a job posting for a principal role under investment team. And I remember this distinctly, they asked for like 11 to 13 years of experience, and I had like negative six months of experience because I was six months. from graduating from Berkeley, and I was like, well, but also they



have this other thing on the job posting. mithril is all about building enduring businesses. And I come from like a family business background, right? Like that is the philosophy like on like, underlying a lot of family businesses you want your businesses to, and you're from, like one generation to the next. And, like, that message really resonated with me, because that's what I had heard, like, back home, but then, you know, these businesses were actually like, tech enabled businesses. So I was like, Oh, my God, philosophically, I was like, this is it. But now I just need to get them to like, hire me. And I must have emailed them, like, at least 10 times, maybe more. But I like literally had nothing to lose, right, like, just given how little experience I had. Yeah, and I ended up there, I remembered it being very energizing, and I just didn't have enough experience. And to say, like, you know, this was like, the thing I wanted to do for the rest of my life, I just didn't have like enough of like a sample. But we have like a very, I think all of us we have like a very intuitive understanding of like, are this gives me energy or this takes away my energy, or like, in my downtime, I'm actually thinking about that pitch. And I had this same thing like happen full circle when I was a product manager at true layer, and then investing at weekend fund on the side. Right, like, I was like, in my like, downtime, for example, between meetings, I would just find myself like, automatically thinking about, like, a conversation we had with like a founder. And I think like, I i've like over time, like, started to get a bit more in tune with myself. And like, look out for like those like signals from like inside of me.

**Jake** 17:02

Yeah, I love a couple aspects of that little, you know, little story, I think that the first one is that just the sheer persistence and sort of boldness of reaching out, like 10 times, I'm a huge proponent of the cold email, many of my guests come from cold emails, and I just think it's a it's a very underrated sort of way to, you know, get in touch with people you want to get in touch with. And of course, I just like spam people. But if you have something interesting or worthwhile to say, or offer, I think it's a great, great channel that people don't really take advantage of, and the persistence to do it 10 times I've sort of, I tend to level out at around three. Curious sort of what made you so you know, what gave you such conviction to sort of go



ahead and sign that eighth and ninth and 10th that's like the first thing. The second is, you talked about sort of the importance of having this sort of intuition about what gives you energy. And I think that's, that's exactly the way I think about it, I think a lot of people somewhat synonymously talk about sort of, do what you love, or do what you're passionate about. And I'm like, you know, not to say that I don't feel those things, but I'm not like a particularly enthusiastic person I like I function more on like, I would say energy is sort of a more familiar word for me. And it's, it's really powerful, I think, to sort of realize, like you said, the things that add energy versus the sort of suck energy and to spend as much time in the former as possible because the latter, eventually, it's just probably not working to your advantage. So maybe, you know, a little bit of a two part question there. But the first thing is like what, you know, gave you the conviction, or was it just sheerly the recognition that you had nothing to lose? Yeah. And then secondarily, I guess, what are some things today that you think about is like being positive energy for you versus negative?

**Vedika Jain** 19:01

Hmm, yeah, those are really good questions. I think, like, do you just remember being like 19 or 20 or 21? And just like, you were just so green that I think you almost don't even fully, like, understand yet, like what it feels to be rejected?

**Jake** 19:22

Yeah, I do. I do my best to stay that way today.

**Vedika Jain** 19:25

Yeah, I was just at that point. It just so happened that I was like, just so early in my career. And the second thing was I just completely knew that like, obviously, I was under qualified for the job, right? Like, I wasn't surprised when they didn't get back to me. I was like, you know, I don't have like anywhere close to like, what they need for this principal level job. So like, what I'm asking them for is like basically, you know, to accept me for like an internship which is like a completely different thing that they haven't even like advertised. I Did later learn actually and I didn't even realize this I think in my interview process with them, which actually lasted six months, which





is like a different like it was like a semester long internship, sorry interview process for a semester long internship. But I did later learn that they did have like an internship program that had a lot of students from the University of Waterloo that has a co op program. And that like can also completely opened up my just opened up my like, understanding of like Co Op programs and how valuable it is to actually like, work alongside studying if you possibly can, I made that happen, because I just like finished classes early at Berkeley, but like, couldn't graduate because of like, Visa stuff. I wanted to spend my one year visa extension when I actually had a full time job. But yeah, there are a lot of programs now out in the world. And if I had to like choose, choose unify, like which university to go to, again, I would definitely optimize for university that has like a work alongside studying or like Co Op program. Yeah,

**Jake** 21:14

yeah. So. So it's funny that you mentioned the the six month thing, I can't You can't make this stuff out that I spoke with Jeff Lewis, who's, you know, founder and partner at bedrock capital yesterday, he was at Founders Fund with with teal previously and talked about how his process was like, six months and totally unusual. So I guess that's a common thread, probably across all of TEALS organizations, and you talked about the enduring, you know, the focus on like, enduring businesses earlier, I forgot to mention that sort of, ya know, resonated with me, as I know, I've read from from to on sort of the value of finding the last mover, as opposed to the first mover in an industry and these enduring qualities are sort of what makes that sort of come to fruition. So then I'm not gonna let you quite off the hook on the second piece. Yeah, about energy, what do you find sort of in, you know, whether it doesn't have to be like big stuff, but just in your day to day, what sort of like, adds energy? What do ya, like really value valuable activity for you versus things that you sort of have to do but sort of wish you could either outsource or automate?

**Vedika Jain** 22:24

Yeah, totally. Um, so I guess kind of answering like part one, a lot of that. Things like give me energy. I have a lot of building energy inside of me. And I think it's like a hangover from being like a product manager. And anything that's an outlet for that building





energy gives me a lot of energy. So let me give you a few examples. We've invested a fair amount in our stack our workflows and our automations at weekend fund. And I actually take a lot of pride in that we are two person distributed team and how we spend our time will become the returns of our fun, but even more critically, they'll become our reputation. And because we don't have people, we can't throw people at problems, which I like, which I think is like definitely tempting, if you do you have resources. The other thing is, on the work side, we run what we call experiments, but also related, so both me but also my boss, and my only teammate Ryan, he has a product background as well. He started off his career as a pm in the gaming biz before he started Product Hunt. And we have like a very similar worldview. In that, like, we want to be at like the edges of venture capital in a way and like innovating on the venture capital model. There's been so little innovation, it's like the product managers dream, you can almost like try anything as long as you're willing to be wrong. Again, let me give you a few examples. So we started running a series of experiments starting in the fall of 2019. The first of these was called weekend build. It was an ultra lightweight accelerator writer to help a side project builders try their side projects in a companies. And I can talk more about that if you're curious. But yeah, we've continued to run experiments like that and brainstorming those experiments with Ryan executing learning from them and iterating on them, it gives me like a tremendous amount of energy. And I at least spend maybe like 20 30% of my time on this. And if I was in like a pure 100% investing role, I would just get like, far less out of the job. I love investing, it also gives me energy, but just like also being able to like, you know, like, keep that like product, keep using that product muscle. And I think like makes this role that I have that we can find just like, like a bang on fit for, like, what I want. I like what I how I want to spend my time. And in terms of what takes away my energy? And that's a really good question. Um, I'm trying to think. I mean, I have like some like that quote, like fairly inconsequential stuff, but I hate doing like a life admin. I think it's like, harder for me than it is like for most people. Um, but yeah, I'm trying to think about like, what else like kind of takes away my energy? Oh, here's one. Um, so before I joined the, for a joint weekend fund, I didn't really realize like venture capital had a culture around, like jumping on calls with people and like, trading



deal slow and with them. And it's a very relationship driven business. And I think there's definitely tremendous value in building those relationships. But like, often those calls can feel a bit transactional. To me. Like to me, like, if I jump on a call with someone, like, I'm like, you are not equal to the deal flow, you can supply me right? Like, you're so much like, bigger than that, like, and I really want to get into like, who you actually are. Um, so yeah, I'm trying to not do as much of that anymore. Because I don't I don't leave these calls like feeling energized. I often leave these calls like, feeling just a bit hollow, to be honest.

**Jake** 26:39

Yeah, it's sort of like a it's just a not not a very, like sincere conversation, I imagine not that it's like, you know, nothing, you know, evil or anything. But it's just like, he's, I think transactional. And it's like, well, maybe we can just like fire off an email with a few deals that we're doing and spend, yeah, one minute on that, and then maybe catch up for 30 minutes to sort of actually build a relationship. And maybe that's actually a better use of, of 30 minutes of time, like a one minute email and 20 minute conversation or whatever it is.

**Vedika Jain** 27:13

Yeah, yeah. To your point. That's it. That's a I think that's like a really good kind of solution to the problem. I've thought a little bit about, like, what makes it feel hollow. And I think there's like, actually, it's really efficient for both parties, if both parties are really upfront, right, from what they want on about what they want from like an exchange, it saves a lot of time, and I do really appreciate that. But I think what makes this like, feel hollow, is that like, it's like, the marketing makes it like seem like it's like a get to know you call. But when you're actually on it, it's not really a get to know you call, right, if that makes sense. So you could just say like, hey, like, let's jump on a call and just jam out on deals. And it wouldn't feel you wouldn't leave the call feeling hollow? I don't think,

**Jake** 28:01



yeah, there's, like, probably, I don't really get like, easily bothered. But a couple of things that sort of are maybe like a pet peeve for me, or people who are just like, you know, not not that people are this way all the time. But when people are sort of just not transparent, and sort of have like, you know, that it's it's personally like it's presented as being one thing, but it's, it's really another thing, and then totally unrelated, which sounds sort of relevant here. And then another thing is not related at all, but just when people sort of refuse to be reasonable. I have a lot of trouble sort of thing engaging a certain point. But let's talk about a couple of the projects that you mentioned. Well, you mentioned one of them. And I sort of noted another one for the conversation and one that you mentioned was the weekend build projects. curious to hear a little bit about how you just got just like a lightweight accelerator. And then the second one, which actually I don't know if it's, you know, still going on or whatnot. But even if it's not, these things are obviously good, like learning experiences, I'd love to fundraise from home thing that you guys were doing. Yeah, cuz that's pretty interesting. And like, immediately, you know, shifted to remote world. You guys reacted really quickly and said, let's do these remote pitches. And I'd love to hear how that one.

**Vedika Jain** 29:16

Yeah, totally. So let's start with we can build the thinking there was a site so it's becoming easier than ever to start a company and we thought side project builders were really underserved by the traditional venture capital market, but had a lot of the raw materials that you need to start a business. Like more specifically, if you're building a side project, you're likely solving a problem that you yourself are experienced, because why would you build be building something when you know your friends are out partying like that doesn't make sense. Also, you can probably build it yourself. Very few people can afford to hire someone or think it's a good use of their money to hire someone. For a side project, and a couple of other things that made us think that side project builders were actually like a really good user to build for. And the reason I'm kind of using user as like the like framing here is because we do think of these as like mini products. And what what was, I think, most valuable, we for like the side project builders was community. So we jump on these



stand ups. Every Sunday, we have 10, teams of side project builders, join us on like a Google Hangout from all around the world. And we go around, we would go around the room, and every builder would talk about what's been hardest or most challenging for them that week in their project, and then we would open it up to the group to problem solve. And the idea behind this is, it might be the first time a particular founder or builder is running into a problem, it's very unlikely that is the first time this like, group of 10 people where you can even do smaller groups, and we do smaller groups, with our regular weekend fund founders. When I think it definitely has like the same impact. And when we did an anonymous survey, what builders told us is what they loved was like the community. When you're building a side project, right, you're not really being paid for it. And but also, you're not really being like seen for it. If that makes sense. You're not being like recognized for it. And just like bringing about community, I think was huge for them. Ultimately, though, our biggest learning was around momentum. And it is obvious in hindsight, but really wasn't obvious to us. When we were going into this. The longer someone was working on their side project, like the more impressive that kind of progress metrics would seem, seem when we actually interviewed them and like, reviewed their application. But it's also like a side project. I think, like they can let me figure out how to phrase this. But basically, like, the longer you're working on something, and you haven't actually quit to like, you know, make it your full time thing. Like why haven't you quit to make it your full time thing. So there was like a little bit of like adverse selection there, we thought, which is why we decided transparently not to do like another version of we can build, specifically, but so many of the learnings from weekend build have like inspired future experiments. And we're going to continue experiment experimenting in weekend fund three, which is like the fund that we are raising for now. And I'm yeah, it was very, like it was a very valuable experience overall. And I don't think we could have like simulated those learnings any other way except by actually like running the thing.

**Jake** 33:13

Yeah, that makes sense. I think. I think I'm optimistic about sort of, if you guys keep running these experiments, finding something that you can, you know, double and triple down on when it's working. And an



earlier VC is like, not that innovative. Angeles is doing a few things, which obviously you guys are intimately familiar with, given the product time relationship, but outside of that, it's been pretty stagnant in terms of like it asked, you know, an investor class that sort of invest in innovation, you would expect a little bit more innovation, maybe. But that's not sort of how things have unfolded, thus far. So curious to hear how future experiments go. And, and, you know, see, see what ends up sticking for you guys. Back to your to your story a little bit. You mentioned that. Also, first, I think you had this experience at stripe, free to talk about any sort of takeaways from there. Although you don't have to, I'm actually more interested in hearing about you took I think it sounded like a gap year basically. And I'm a huge proponent of gap your took on myself was more or less on one, like up until, you know, basically am on one right now. doing these things that I'm enjoying. But curious to hear sort of what that gap year did for you. Maybe it was somewhat consequential, but I'm curious if there was anything that sort of came out of it that, you know, you went into it one way and came out of it another way and it's sort of like a before and after type of thing.

**Vedika Jain** 34:52

Yeah, well, it sounds like we're completely aligned and like the value of gap years and let me answer the stripe question. Very quickly. So I think my favorite part of working at stripe was like a lot of high growth startups hire smart people. But what I've like realized kind of, you know, being on the inside is unless these people are generous to teach others you never really interface with their thinking process. And like, my favorite thing about stripe is it had a very generous culture of teaching internally. So like, you know, strikes norms about transparencies, tribes, norms about writing stripes, norms about documentation, all of that resulted in like a culture where you can really learn like, from the, from the best parts of everybody else. Yeah, sorry, what was the next part? Oh, yes, gap year, let me get into that. So, definitely the best thing I've done for myself professionally, which is very counterintuitive. And the reason for that was, so I took my gap year, a bit like all around the world, but I started in Bangalore, so at my parents back home, and it was very freeing. I think, for me, it was like, awkward at first, but ultimately, very freeing to be in a place where all of the things that



validated me like back in the valley, like no one actually gave a shit about them back home, or you're like, no, like an auto dry auto rickshaw driver. and India doesn't like necessarily care, that stripe is growing the GDP of the internet, right? Like, if you're going to be interesting in that conversation, you're going to be interesting on your own merit. And the same things that like, validate you, I think, also limit you. So I think it was really like freeing for me to like, step back from that. But yeah, it wasn't like, it was really awkward at first because I go to like, you know, to social events, and people will be like, are you studying? And I'd be like, no, and they'd be like, are you working? And I'd be like, no, and then they'd be like, Okay, are you at least applying for a job? And I'd be like, nope, and then they just, like, give up like, you just see like the, like, you know, like checking out in their eyes. But, yeah, I just honestly, I hung out a lot with my family and my extended family. And was surrounded by like, a lot of love was probably the least productive time of my life, ever. That just like wasn't the point at all. They were like weeks that I just like did nothing at all, which like makes like the current me just like shutter. I'm just like, what, like, what was I doing but that was the point like I was just doing nothing. But I was reading a lot of books I had like a membership at like a makerspace in Bangalore and learn to like start like, cutting like acrylic, using like acrylic cutting machine that they had there and started like making these like, really like on aesthetic clamps? Let me say. And yeah, I just went on to all of these like curiosity trips. Yeah, it was a had like an intense, like romantic relationship as well at the time, which like, was definitely time consuming. But then again, I really had the time to be consumed. So it was it wasn't really like, I wasn't really unproductive, because I wasn't trying to be productive. But I think I really came out on the other side, being able to be far more like intentional about the things that like I did want to validate me.

**Jake** 38:44

Yeah, there's a few things there that definitely resonate with me one is sort of the just getting off of the hamster wheel almost. Yeah. For me, it was my first one I did was during school. And so it was like seeing all my friends moving on to the next year of school and me just sort of dropping out and saying, like, oh, there's actually like a



little bit of a different way to do this. And I can go back to school, but I don't maybe have to. And it's just very interesting. And the same thing obviously applies when you're in, you know, tech industry or whatever sort of path you're on just to sort of step out of it for a second and realize, like, there's this whole world going on, and the way that you're sort of been thinking is just a very narrow sort of aspect of everything. Then the other thing was the, you know, the lack of productivity, I think there's sort of productivity has sort of like, you know, it's like not a great word, or I don't know exactly how to say this, but basically, there's this obsession, especially in like tech and entrepreneurship and startups with sort of productivity, but productivity towards sort of a, you know, a goal that's not worth accomplishing is actually counter productivity from my point of view. So taking a year off sort of coming back more intentional, I think you said is like, maybe doing nothing for a period of time is actually in the long run the most productive thing you could have done, you know? Yeah. So I think there's something to be said for like, a lot of these things. And there's a couple other aspects of your story that definitely resonated from my own experience all the you like being at a, you know, a cocktail party, or, or whatever, and people are, like trying to figure out what you're doing. And the best part is when they say like, so what are you looking to do, it's like, oh, I'm not applying. And that's when they really glaze over. But it's actually I think it's valuable to sort of become comfortable with being different. And then you sort of have more of an inclination and less of a fear of, of doing things that are different in the future, which I think is always always helpful as well. So past that, you come back, you work for a true liar. From like, six to 100 employees, I think you said in a couple of years, what do you sort of learn what what was like the, you know, exciting parts, but also, like, really challenging parts of scaling a company so quickly?

**Vedika Jain** 41:12

Yeah. And the, I think the excite the most exciting part to me about scaling and company so quickly was just like, you have like this certain kind of like, off the charts type of energy, when things are growing really quickly. And it's actually like, very hard to replicate, like, do you know, like, the energy of watching like an event live, like a sport to that, like, Dog Days in the office felt





like that, often, it's really hard to have that like anywhere else, I think, or at least in like, my limited experience, there probably other jobs, and you create that as well. The hardest thing about scaling a business that quickly is not losing focus. And like the, I think the like an anti pattern here is basically like, you start off having no resources, right, and like, that's a forcing function for focus. And then maybe like, you raise some money or like revenue, start growing, and then you are able to get more resources. And then you actually, like, let the org focus shift away from like, the most important thing, which of course, is like servicing your customers, sometimes you can even, like, lose sight of who the customer is completely. And you start like hiring for role roles that are like, a lot more like solving problems that you're are creating internally as a result of scaling. Right, but actually have like, like, the customer, like doesn't really care about, like, all of the things that you like you're doing internally, and it's very, it's very hard, just like maintaining that focus. And it requires like a very consistent, like, you know, like retelling of like, this is why we're here like, this is our mission, right? Like when they're competing priorities, like this is a compass we're actually going to use to make decisions.

**Jake** 43:17

Right? Yeah, that makes sense. And it must just be a, you know, I'm sure it's very helpful to sort of draw on that experience as an investor now, sort of working with, with founders and being able to speak from experience when it comes to growing a company, basically, from scratch to a sizable organization, the way that you sort of landed in the position that you're in today is pretty interesting, you sort of took it upon yourself to start writing these investment memos. And I know you mentioned like, you know, you got connected to Ryan and sort of a couple things went in your favor but I'm always sort of have the belief that you sort of there's there's a blind luck component, but you also make your own luck to some degree. And by putting yourself out there in public with these investment memos, you sort of gave yourself that you know, maybe like a little you worked in public enough where people could have something to look at and, and sort of you got the reps in to sort of get familiar with, with doing these sorts of evaluations. I think you mentioned in the past, like sort of a fake it till you make it mentality, which I think is, you know,



maybe maybe should be rewarded. It sounds sort of, I think it's actually like a really useful strategy and a good one and nothing wrong with it. So how did you sort of think about that when you like realize that hey, I can do this thing on the side and maybe that'll get me to where I want to go?

**Vedika Jain** 44:41

Yeah, I wonder like, I agree with you like the fake it till you make it almost sounds like a negative perception around like, you're not paying your dues. Like Is that what you mean? Unlike the kind of maybe negative like interpretation?

**Jake** 44:57

I think fake is just a negative word.

**Vedika Jain** 44:59

Right?

**Jake** 44:59

Like, you know, act apart until you have the part might be like a better, a better way to like a less or neutral way to say it and fake it till you make it's fine. I don't really care too much. I'm still happy to do it regardless of what people call it, but, but I think that you certainly exemplified that and sort of calling yourself an investor before you became one.

**Vedika Jain** 45:24

Yeah. Yeah. So I can kind of get get into that, my thinking behind that. But basically, my I had this idea that the internet should make it easier for you to start doing the work you want to do without permission. And I was like, okay, so I want to get into investing and Okay, like, I I'm not really like no one right now is really giving me permission to start doing this work. But like, theoretically, I should be able to start doing the work. So like, how do I actually go about that, and I try to break down the investing job into its big buckets of work, right. So that would be sourcing. So finding companies you think are promising diligence effect figuring out if you want to invest in these companies. And then there's a lot that happens around like sales, to actually convincing the company to take your money.



And, of course, portfolio support, which is being like the best possible partner that you can be to your company. And then there's also like, the LP side of things, which is really important, but we just wasn't relevant. For this, like fake it as you make it exercise. So I broke down the job into like, its big buckets of work. And then I was like, Okay, what is going to be my like foothold into this, like, what can I actually start doing today, and I didn't have access, I did not have a meaningful capital. And I obviously, like did not have, like, you know, like, relate like a lot of relationship with like founders or like LPs. So anything that involved like that those relationships, were not an option. But what was an option I figured was like diligence, because like, a lot of these, a lot of these rounds did get announced publicly in tech media. But the reasoning behind them was like, there were parts of it that was shared, right, like on fun portfolio pages. But I could probably learn a lot by also like trying to, like reverse engineer that, like diligence prototypes myself. So I started doing that. And I was honestly very shy about sharing these, like investment memos at first. And a lot of it was like a misguided sense of like, you know, people will actually care if these are if this is bad. Of course, nobody actually cares about like, your work being bad, because like, people don't usually care about your work as much as you think they do. And I started, I sent it to my brother and I started sending it to a few friends. Right. But one of the, I think the goal here is to like send it to people who are like insiders, in in the thing that you're trying to break into. And maybe like, another thing that wasn't obvious to me when I started doing this, but is obvious in hindsight is like, you want to share it more with like juniors and peers of the position that you want to enter. Not like, you know, people at like the top, you want to share with like the people who've not yet arrived in a way not people who've like already made it, it's just like way easier to start building those relationships. And I in a thing, in a lot of ways, like more rewarding because you can grow alongside these people, if you are able to build these relationships. And you basically and this is like the hardest part, you basically have to keep going until you get lucky. And I like I speak from like a position of like ultimate privilege because it just so happened that like Harry stabbings was my first friend in London, my brother connected me to Harry through Twitter. And Harry is extremely connected. And my now boss Ryan is extremely connected and



they're connected to each other, which is how I ended up getting recommended from the job. If you obviously like if you're not coming from that position of privilege, like it's definitely going to be more friction. So it's going to require even more self belief, but you have to have just have like an irrational amount of like, self belief to just like, you just have to keep going, basically, until you until you get lucky. And I yeah, I just got lucky. Wait. We can't find protection.

**Jake** 49:58

I've already said about Sort of, you know, in the first instance, sort of recognizing that it's a much more permission this world now with the internet. Second that, you know, Despite initial reservations about sharing, no one actually cares. I think that's a great realization that I sort of had early on before the podcast, even when I was just writing and posting. Online, it's like, no one cares. So just like, you know, and granted, you can sort of run into trouble if you like, write the wrong thing, or whatever with like, kancil culture and everything like that, but I figured, let me just flood them with way more than they could possibly handle. And then, if they want to pick out a piece, like, you know, that's, that's probably not, it's obviously not representative of like, the whole of me, and I can at least reasonably justify why, like, that's a, you know, there's no problem sharing. So for me, I sort of just dumbed down the risk of like, that fear of like, what are people gonna think, or whatever it might be? And then lastly, like, I think it's important, you know, you talked about how, how lucky you might have been, but like, I sort of have said, I think you do, you can people's tend to underestimate. And of course, it's like, you know, a humble thing to say, but I think people underestimate how much you can make your own luck. And I think it's important because some people just wait around, sort of hoping that luck strikes them, but there's things that you can do. And so, you know, being like, quite relationship focused and outgoing, I think, is one thing that you did, and then doing this permissionless thing of starting and drafting these memos and reaching out to investors. And yeah, you know, it's not actually, from my view, super lucky that you sort of had this connection and got this role. I think you did all the right things and sort of found the lock, and it was sort of do to come with all the persistence. So I think it's just,



it's nice to hear people sort of be humble and talk about how they got lucky and things. But I think, for me, actually, at least, and like you can, you know, say, I'm wrong or something. But I think it's helpful to sort of share that message that there are things that you can do, those people just sitting around waiting for blind luck is not going to end well. I think for a lot of people.

**Vedika Jain** 52:09

Yeah, totally. And I read this on someone's blog, it may have been Sam Altman's blog, or either some oltmans blog, or P Marcus career to sorry, p Marquez guide to career planning. And on Marc Andreessen sblog, but they talk about how like, the world is far more malleable than most people think. And you can, like bend it to your will. More than like you ever think it is. But you still have to, like expect to get rejected a lot. And this is funny, but like, when I first started setting up these investment memos, I would send it to like my mom, right? Like my dad, my brother. And because like it was important for me to like get that like initial like validation. Of course, they had like no expertise, like to actually tell me if these investment demos or not, and they probably wouldn't tell me the truth anyway, because they love me. And but I think when it when you are starting off, like, you know, doing something new, like more, some people are more intrinsically motivated than others. But I, I find it hard to believe that like you can be 100% intrinsically motivated, right? Like, I think it it really does go like a long way to have other people like, see your work as good. And so I think like as you build more confidence, though, you actually start sharing that work with like people with more expertise, because they will start giving you very honest feedback. And that feedback will actually kickstart this like improvement cycle. So I think like the ordering really matters.

**Jake** 54:01

Yeah, I think I I understand what you're saying. And I think I agree, which is basically like, there's an element of intrinsic motivation where you want to do something sort of, yeah, you're self driven to do it. But yeah, quickly sort of layering on these other elements, because the intrinsic motivation will only sort of take you so far. Is that is that somewhat, right?



**Vedika Jain** 54:20

Yeah, that's, that's somewhat right. But also, like, there is this entire movement around like building and public, right? But the thing is, the challenge is that when you when you are obscure, right, when nobody actually cares about the work that you're doing, you can build in public, right, but like, people likely will still not care about the work that you're doing. And I think in those early days, it's actually really important, I think, to share with the people that like who love you, it won't help you. It won't help improve your work. But I think it does help emotionally in that like you're being seen for doing that work. And as you build more confidence, Over time, you can start sharing with more and more people who can actually give you like, meaningful feedback about the work. And these, like audiences have, like different purposes, right? Like, like, your friends and family basically, like help you feel like safe doing the work. Whereas like, you know, peers and other more accomplished people in the field, they help you improve your work. And you need both, I think.

**Jake** 55:30

Yeah, I totally agree. And I think just the sort of basic human need of sort of being recognized from time to time is something that there's there's very few characteristics that are like across every person, but I think that's probably one of the more prevalent ones just to sort of, you know, everyone wants, everyone wants to have like a purpose or feel needed or whatever the right word is, and, and just getting recognition doesn't need to be like a huge amount all the time. But yeah, while that's something that you're doing is sort of, you know, meaningful, in some small way, at the very least, is a key aspect. And I also liked what you said about sort of, I have to check out the altman and Andreessen posts, I actually haven't read either, but, um, but I like both of those people. And it reminds me of a Steve Jobs quote, I like a lot, I don't want to butcher it. But basically, it's something along the lines of like, you know, he had an important realization that the world was built by people, no smarter than him. He could change it. And he could make it you know, better and the ways that he wanted and, and again, I might have butchered that a little bit. But it's an important realization, because the world just seems so complex, and it seems like everything's happening to you. But you can view things is happening for you, and start to change the way that



things are actually happening. If you sort of, you know, start to think that you might be able to and take action on it. So,

**Vedika Jain** 56:54

yeah, yeah, thanks for sharing that. And you didn't think I've always thought about quotes like that. And like, the more like inspirational quotes, it's like, it doesn't matter if it's true. Because like, it's still valuable for you to have that worldview, because that's what causes you to act. Right. Like the story you want to believe is the story that makes you take action? Yeah, 100%, even if it's not true,

**Jake** 57:20

yeah, I think about that a lot, actually, like another example is sort of everything happens for a reason, actually. Very related. But

**Vedika Jain** 57:28

yeah, yeah,

**Jake** 57:28

I think about it is, you know, if it's true, then like, great, I believe in something that's true. And if it's not, then I'm still sort of looking to make the best of things. And yeah, sort of adverse circumstances and think, like, how can I make this, you know, something that I'm grateful for in the long run something that worked for me. And so I totally agree with your point on sort of truth being, you know, some people would might argue, and maybe reasonably so. But I think in some instances, truth is maybe not the most important thing is just like, what works for you on an individual level.

**Vedika Jain** 58:03

Yeah, totally.

**Jake** 58:06

So anyway, we've gone on a bit of a tangent way over time. So I appreciate you doing that. And I do want to wrap things up for Yeah, respecting your time, but where can people go and follow you, you know, on Twitter or follow the weekend fund. We'd love for you to share and you know, a second to that. And most importantly, thank you



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again very much for for taking the time. It's been a real pleasure talking with you.

**Vedika Jain** 58:30

Yeah, likewise, this has been a blast. I felt like I really got into the flow of conversation with you, which I think is a really good sign. But I'm on Twitter, Vivica so v DIKAJA, underscore AI n and you can find weekend fund at weekend dot fund.