

Abstract

We analyze a field experiment conducted on AngelList Talent, a large online search platform for startup jobs.

In the experiment, AngelList randomly informed job seekers of whether a startup was funded by a top-tier investor

and/or was funded recently. We find that the same startup receives significantly more interest when information

about top-tier investors is provided.

Information about recent funding has no effect. The effect of top-tier investors is not driven by low-quality candidates

and is stronger for earlier-stage startups.

The results show that venture capitalists can add value passively, simply by attaching their names to startups.