# Investors Must Have Strong Sourcing, Steadily Commit to Early-Stage Venture Capital for Outsized Returns

Brendon Parry, CFA, Head of TIFF's Private Markets, along with Aaron Neuman, recently met with FIN News to discuss TIFF Investment Management's latest whitepaper, **Capturing Venture Innovation Across Market Cycles**.

During the discussion, TIFF underscored the importance of well-constructed venture capital programs that offer differentiated access, strong sourcing, and due diligence processes to navigate the complexities of the market and its challenging exit environment.

In the article, Brendon and Aaron explain why institutions should steadily commit to early-stage venture capital for the potential of outsized returns.

Read the full article

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### TIFF Investment Management

**March 14, 2024**

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