

Venture Capital Program For Emerging Markets

Introduction

This course is designed for financial professionals and company managers who are seeking to understand venture capital and develop the skill set which will allow them to play a role in the sector. This includes VC and PE funds, early stage ventures and growth companies looking to finance the next stage of development. It also helps delegates develop the knowledge of how to prepare the operation for a fundraise, how to put the necessary materials together for investors and the best approach to take to seeking financiers and securing their interest.

Target Audience

- Managers of middle sized companies looking to raise either debt or equity to fund their growth and expansion
- Founders of start ups who need to secure venture funding as well as other types of innovative funding (customer finance, venture debt, development finance)
- Aspiring fund managers looking to develop a fundraising strategy for their investment fund project
- Financial advisors looking to develop fundraising advisory skills to propose to their clients
- Staff of investors who want to develop a knowledge of what to expect and require from companies and funds approaching them for funding
- Other members of the financial community who want to develop an understanding of the fundraising process

Key points of course

- The approach to financial analysis and valuation of early stage companies is very specific and needs a different approach than growth or buyout companies
- Deal structuring needs to be more oriented to dealing with uncertain outcomes and to build flexibility
- Compared to later stage investments, founders and VCs need to develop strong presentation, pitching and negotiation skills
- Part of any fundraising strategy involves segmenting the investors into different groups and understanding their strategy, processes and behaviour

Learning outcomes

After taking this course, delegates will:

- Be able to analyse and value start ups with confidence
- Identify the pitfalls and signs of trouble in venture companies
- Learn the different approach to be taken with seed funding, early stage funding and later VC rounds
- Master the specific types of VC deal structuring
- Create an effective business plan and pitchdeck for the company prior to seeking fundraising
- Master pitching skills tailored to different types of financiers (banks, VC funds, debt funds, PE funds, family offices)

PE programme detail

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
09:00 – 10:30	Working with entrepreneurs: Type of ownership models. <i>Case study: succession issues at a PE backed family paints company in Southern Europe.</i>	Private equity and venture capital valuation -the private equity exit driven method -venture capital approaches to start ups <i>Exercise: delegates will perform a PE style valuation</i>	The private equity deal process -Key steps of a private equity investment -Approach to due diligence	Private equity deal structuring -types of financial instruments -control instruments -putting it together into an effective structure <i>Case studies of different PE and VC structures and their connection to the problems they solve.</i>	VC Fundraising strategies, myths and typical problems: -how myths hamper fundraising -developing a fundraising strategy -approaching and establishing relations with investors
11:00 – 12:30	How VC funds find and screen deals -building a pipeline -defining an investment theme -applying a screening model	First elevator pitch -introduction to the elevator pitch <i>Delegates will record their first elevator pitch on camera</i>	Private equity Term Sheets and documentation -key documentation in PE and VC -Review of the key terms of a Term Sheet <i>Term Sheet exercise: delegates will construct a term sheet in the clean energy sector</i>	Private equity negotiation process -approach to negotiation -the step by step approach -preparation and listening	How to prepare a winning pitchbook -synthesising relevant parts of business plan -optimal layout of a book -distilling the key messages
13:30 – 15:00	Introduction to negotiation skills -personal skills -environmental influences <i>Exercise: diagnostic of personal skills, followed by evaluation of a counterpart's skills</i>	Financial irregularities in VC investments -analysis of types of accounting and other issues of concern <i>Exercise: diagnosing financial irregularities in a start up</i>	Uses of funds in VC investments -the cash runway -control of funds -risk management	<i>Negotiation role play: delegates will be divided into team and play either the entrepreneur of the fund looking to invest. Based upon a real case in the logistics industry.</i>	Techniques for an effective pitch -looking at the visual style -communicating passion and energy effectively -transmitting solidity and preparedness Delegates will record their revised elevator pitch on camera
15:30 – 17:00		Putting together a business plan in private equity -focussing on the key drivers -developing forecasts -communicating competitive advantage			The post investment phase: -VC Board Members of a PE backed company, balancing hands on involvement without crossing the line. -systems and processes introduced by VC investor