



Raising Funds from Venture Capital

Background

Venture capital fundraising for entrepreneurs is an Enigma. Most entrepreneurs wonder why some companies get funded whereas some others struggle in their endeavor to sell their value proposition. This course is meant to share investor perspective “what investors look for when making equity investments in early stage companies?” and subsequently apply those learnings to the ideas of various participants.

Learning Outcomes

- Learn basic ingredients for funding success from an investor lens
- Assess the potential of your current or future business for equity funding

Intended Audience

This course is meant for prospective and current entrepreneurs looking to get venture funding for their ideas/startups. MSME company promoters looking to scale up their businesses by way of equity infusion in their companies from external individuals and institutions will also benefit from the course.

Pedagogy

Classroom learning through extensive discussion and participant cases.

Content

- What is Venture Capital?
- What do investors look for in early stage deals?
- What do investors look for in MSME companies for funding?
- Who are the Venture Capital investors and how they differ in their strategies?
- Skeleton term sheets & fundraising jargon
- Is my idea fundable? [Bring your idea to classroom discussion and learn its pros and cons from the vantage point of future funding potential]

Duration

2 day course

Profile of Director/Faculty

The course will be taught by managing partner of Kentrus Investment Advisors, a SEBI registered CAT-I AIF (Alternative Investment Fund), a veteran entrepreneur and investor with two decades of experience in startups and mid-stage companies. He is an MBA from the J. L. Kellogg Graduate School of Management, Northwestern University, and an active participant with various institutions as an instructor for Venture Capital & Private Equity.

Fees & venue

INR 35000 , IMT Ghaziabad.



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