

Dates

November 30 - December 4, 2009

May 17-21, 2010

(5 Days, Mon - Fri)

Fees

\$6,850 USD

Corporate offer: Send three participants from the same firm for the price of two.

Note: Speakers & fees are subject to change.

Location

Center for Executive Education
 Haas School of Business
 University of California, Berkeley
 2220 Piedmont Ave. Berkeley, California

For Information and Registration

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Or visit us at:

<http://executive.berkeley.edu/programs/vcep/>

Faculty Director



Jerome Engel is Faculty CoDirector of the Lester Center for Entrepreneurship and Innovation and Chair of the New Venture Creation and Venture Capital program. As an Adjunct Professor, he leads courses in the MBA program in Venture Capital and Entrepreneurship.

Venture Capital Executive Program

Venture capital is a driving force behind innovation and entrepreneurship and has funded many of the successful companies in technology- and science-based industries. Yet the inner workings of venture capital firms are a well-guarded secret. The unique, opaque culture of venture capital is closed to those without privileged entrée. This course offers a window into the workings most successful venture capitalists in the world's premiere innovation cluster, Silicon Valley California.

Program Description

You will become an insider to the venture capital process. Through lectures, cases, a simulation and guest speakers from the venture community, you will gain an understanding of how venture capitalists and their firms identify exciting opportunities, structure deals, build management teams, create ventures of scale and impact a venture's economics are important insights. Learn the methods that VC partnerships utilize to raise the funds they manage, how they make investment decisions, value companies and manage the deal process.

Advantages

You will have an opportunity to interact directly with top venture capitalists, corporate and institutional investors and learn:

- The inside dynamics of venture capital funds
- Venture capital reward systems; how VCs are motivated
- What constitutes a VC quality deal
- To assess opportunities like a VC
- How to identify a great startup with high probability of success
- The insiders' view of Silicon Valley investing
- Industry perspectives on fast changing emerging opportunities
- Deal vetting and selection
- Valuation techniques
- How to structure a term sheet
- Nature of interactions between investors and entrepreneurs
- How VCs exit from investments

Who Should Attend

- Entrepreneurs considering venture funding
- Corporate M&A, business development, corporate development
- Corporate venture funds
- Corporate Treasury
- Institutional asset managers
- International economic development officials
- Angel investors
- Family offices
- Service providers: attorneys, accountants, consultants

Venture Capital Executive Program

Faculty

David Charron is Acting Executive Director of the Lester Center. He has held positions in technology licensing and commercialization with Xerox PARC, MIT and Stanford University.

Terry Opdendyk has specialized in working with technology based start-ups for more than 30 years. He founded ONSET Ventures, a premier Silicon Valley venture capital firm, in 1984. He is Managing Director and General Partner at ONSET.

Testimonials

“ *The Venture Capital program was challenging but very rewarding. The program aided me in understanding the issues faced by entrepreneurs that I am dealing with. A great value for the money.* ”

—Neil Watson, Vice President Business Development, Quintiles

“ *The course was intensive but stimulating. It was truly a global viewpoint from a lot of talented, interesting young professionals from around the world. I also was pleased with the quality and quantity of faculty, panelists and subject-matter experts that spoke during our week there. It's hard to find time to break away from work for a week, but I do think this was a very worthwhile experience, I think there was a lot of preparation and care put into the program and it added solid value to my professional experience. I think this course is as useful for entrepreneurs as for budding VC's.* ”

—Chris Brinkman, Owner, WCC Corp.

Program Schedule **Venture Capital Executive Program**

(Speakers and fees are subject to change)

Time	Day 1	Day 2	Day 3	Day 4	Day 5
08:00 am	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
08:30 am	Program Orientation and Overview	Opportunity Recognition: The Role of the Business Plan	Venture Investing in Startups	Corporate Strategies Panel	Deal Selection Valuation and Deal Structuring Hands-on Experience
10:00 am	Break	Break	Break	Break	Break
10:30 am	Introduction to the High Tech Model	Valuation and Financial Modeling	The Entrepreneur's Perspective	Managing the V.C. Firm: Beyond Investing	Limited Partner Perspective
12:00 pm	Lunch Accessing the Venture Source	Lunch Case Preparation (Study Groups)	Lunch Extracting Enterprise Value of Under-Performing Investments	Lunch Benchmarking the Global VC Industry	Lunch
01:30 pm	IT Telecom and Wireless Investing	Life Sciences Investing Panel	Cleantech Investing Panel	Media, Content and Community Panel	Achieving Liquidity, Realizing and Accelerating Returns
03:00 pm	Break	Break	Break	Break	Break
03:30 pm	The Venture Capital Model and the Professional Entrepreneur	Deal Structure, Terms and Due Diligence	Investing Decision Making Structuring the New Fund	Venture Capital Economics and Incentives	Managing for the Long Term
05:00 pm	Adjourn	Adjourn	Adjourn	Adjourn	Adjourn