**Key takeaways**
- Gain a comprehensive understanding of the venture capital industry and the investing cycle -- from opportunity assessment, through valuation, deal structuring, corporate governance, to harvesting investments
- Explore the inside dynamics of venture capital funds to understand how VCs are motivated and what constitutes a VC quality deal and firm
- Think like a VC to identify a great startup with high probability of success
- Discover ways entrepreneurs can optimize their returns
- Understand the challenges and strategies for successful corporate venturing
- Gain valuable insights and best practice from industry experts to help you participate and succeed in the venture capital industry
- Understand how to organize a VC firm and assess a career in Venture Capital

**Session Objectives**

**Day One: The Setting**

**The Venture Capital Economy**
- Define innovation and the role Venture Capital plays in creating a vibrant innovation ecosystem
- Understand the dynamics of innovation clusters and what makes them work
- Deep dive into the key aspects of the Silicon Valley innovation cluster

**Innovation Through New Venture Creation**
- Describe the role venture capital and entrepreneurship play in bridging the gap between technology/opportunity and value
- Explore the entrepreneurial process, major trends and the entrepreneur’s role in driving the process
- Identify the key skills of the successful entrepreneur and venture capital collaborator
- Explore a variety of productive entrepreneurship strategies

**VC Panel: Seed, Angel and Crowd funding**
- Learn from successful early stage venture investors and gain an understanding of the dynamics of successful seed stage venture investing, and their perspectives on the opportunities and challenges they face

**The VC Model: The Professional Entrepreneur**
- Understand the important role of the serial entrepreneur and the key attributes of “true” “professional” entrepreneurs
- Compare the world views of innovation in large corporations and startups
- Describe the stages of an entrepreneurial venture and the role of the entrepreneur at each stage
- Understand how value is created at in entrepreneurial ventures through technology/product, marketing and management
- Explore the importance of mentorship, governance and teamwork to an entrepreneur
- Identify the key mechanisms that make Venture Capital + Entrepreneurship work
- Explore real entrepreneurial startup ideas and explore your own implicit criteria for opportunity preference and your ability to influence others

*subject to change*
Day Two: The Tools

Opportunity Recognition
• Develop an opportunity screening framework and investment/risk criteria for identifying strong opportunities
• Recognize the key elements of the ideal startup
• Understand methods to quickly search for new ideas, test hypotheses and reframe opportunities to establish a minimum viable product

VC Panel: Infrastructure, ICT Internet and the Cloud
• Learn from successful venture capitalists and gain an understanding of the dynamics of successful venture financing, and their perspectives on the opportunities and challenges they face

Deal Structure, Terms and Due Diligence
• Understand the basic elements of valuing and structuring VC financing
• Evaluate a deal from the perspective of the company and the investors

Day Three: The Strategies

Financing the Startup
• Apply analytical skills to a case study to evaluate whether a new venture is a good candidate for venture investment

The Entrepreneur’s Perspective
• Learn about the VC experience from the perspective of successful entrepreneurs

VC Panel: Media, Community and Internet
• Learn from successful venture capitalists and gain an understanding of the dynamics of successful venture financing, and their perspectives on the opportunities and challenges they face

Valuation
• Understand how type of VC investor affects valuation
• Recognize the valuation approach VC’s use to value startups
• Describe how incremental commitment of resources and staged financing work

Day Four: Making it Happen

Corporate Strategies
• Understand the opportunities for corporations to participate in venture capital financings
• Identify the challenges and opportunities corporate venture investors face
• Discover how closed and open innovation paradigms work
• Use the OPEN INNOVATION TOOLKIT to analyze opportunities in the context of a corporation

Managing the VC Firm Beyond Investing
• Explore the legal, accounting and administrative issues in organizing a venture fund

VC Panel: New Fund Formation
• Learn best practices from the experiences of venture capitalists who have organized new funds

*subject to change
VC Economics and Career Decisions
• Understand the methods and implications of venture fund economics, including management fee and carried interest

VC Panel: AI and Deep Learning
• Learn from successful venture capitalists and gain an understanding of the dynamics of successful venture financing, and their perspectives on the opportunities and challenges they face

VC Economics and Career Decisions
• Understand the methods and implications of venture fund economics, including management fee and carried interest
• Explore the personal dimension of VC career decisions

Day Five: In-Depth Investment

Deal Selection, Valuation and Structuring Your Turn
• Work in a team to apply the insights from the program and practice elements of deal vetting, selection, valuation and structuring
• Develop a compelling presentation of your deal and rationale for it

Limited Partner Perspective
• Gain insights into the perspectives of those who invest in venture funds

Achieving Liquidity, Realizing and Accelerating Returns
• Understand the liquidity imperative and the liquidity vehicles and paths available to founders and venture investors
• Describe the challenges of achieving successful exits, including IPOs, mergers and secondary markets, in today’s market and regulatory conditions

Managing for the Long Term
• Recognize and apply key realities of the venture industry to successfully navigate the venture capital opportunity

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