



VENTURE CAPITAL EXECUTIVE PROGRAM | Program Topics

The Venture Capital Executive program curriculum covers the following topics:

Topic 1 | The Silicon Valley Venture Capital Economy

- Creating a vibrant innovation ecosystem
- The dynamics of innovation clusters and what makes them work
- Key aspects of the Silicon Valley innovation cluster

Topic 2 | Innovation Through New Venture Creation

- Bridging the gap between technology/opportunity and value
- The entrepreneurial process; major trends and the entrepreneur's role in driving the process
- The key skills of the successful entrepreneur and venture capital collaborator
- Productive entrepreneurship strategies

Topic 3 | The VC Model: The Professional Entrepreneur

- Key attributes of "true" "professional" entrepreneurs
- World views of innovation in large corporations and startups
- The stages of an entrepreneurial venture through technology/product, marketing and management
- The importance of mentorship, governance and teamwork to an entrepreneur
- The key mechanisms that make Venture Capital + Entrepreneurship work
- Exploring your own criteria for opportunity preference and ability to influence others

Topic 4 | Opportunity Recognition, Capture, and the Business Model

- Frameworks and investment/risk criteria for identifying strong opportunities
- The key elements of the ideal startup
- Methods to quickly search for new ideas, test hypotheses and reframe opportunities to establish a minimum viable product
- Capturing value from your deal flow
- Strategies and tactics for creating proprietary optionality, creating space and time for preliminary due diligence before substantial and irrevocable financial commitments are required
- Making quick decisions on imperfect information

Topic 5 | Deal Structure, Terms, and Due Diligence

- Basic elements of valuing and structuring VC financing
- Evaluating a deal from the perspective of the company and the investors

Topic 6 | Corporate Strategy and Financing

- Participating in venture capital financing
- The challenges and opportunities of corporate venture investors
- How closed and open innovation paradigms work
- Using the Open Innovation Toolkit to analyze opportunities in the context of a corporation