Program Objectives

VENTURE CAPITAL EXECUTIVE PROGRAM

1. The Setting
2. The Tools
3. The Strategies
4. Making It Happen
5. In-Depth Investment
Program Objectives

The Silicon Valley 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

EXERCISES
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: 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 startup
- Describe the stages of an 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

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Program Objectives

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

Opportunity Capture
• Understand how to capture value from your deal flow
• Investigate strategies and tactics for creating proprietary optionality, creating space and time for preliminary due diligence, before substantial and irrevocable financial commitments are required
• Practice making quick decisions on imperfect information

EXERCISES
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

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**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

**Valuation**
- Understand how the 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

**EXERCISES**
*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

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Venture Capital Executive Program

Program Objectives

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 Beyond Investing
- Explore the legal, accounting, and administrative issues in organizing a venture fund

VC Economics & 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

EXERCISES
VC Panel: New Fund Formation – Construction & Evaluation
Learn best practices from the experiences of venture capitalists who have organized new funds

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Program Objectives

VENTURE CAPITAL EXECUTIVE PROGRAM

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

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