

An Introduction to Venture Capital Deals

1-Day Executive Education Training Programme

London: 28th March 2019



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Programme Overview

An Introduction to Venture Capital Deals is a one day interactive executive education course tailored specifically to the venture capital industry. The course covers the entire investment process from originating deals, evaluating business propositions and valuing and structuring deals, through due diligence and deal execution, the negotiation of term sheets, monitoring and adding value to exiting deals via a trade sale or IPO.

The course is highly practical, involving interactive case studies, group exercises and discussions. The course also builds on the course leader's recent research into VC fund performance and VC investment practices in UK, Europe and USA from which a "best practice" model for VC firms and funds is postulated.

Course Director – Dr Keith Arundale



Keith Arundale is a university lecturer, executive trainer and author in private equity and venture capital. He is a Visiting Fellow at the ICMA Centre, Henley Business School, University of Reading where he teaches BSc and MSc courses in private equity & venture capital. He is a director of Henley Business Angels. Keith has recently carried out research on the performance of VC funds in Europe and USA at the Adam Smith Business School, University of Glasgow where he gained his PhD.

Keith is the author of the BVCA's 'Guide to Private Equity' and "Raising Venture Capital Finance in Europe" (Kogan Page). He was formerly with PwC where he led business development and the venture capital programme for PwC's Technology Industry Group in Europe. He is a Chartered Accountant (FCA) and a Chartered Marketer (FCIM), a past President of the English Technology Tour, Past Master of the Marketors City of London Livery Company and a Freeman of the City of London.



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This course is aimed at:

This course is aimed at investment executives who are relatively new to venture capital, those who are working ancillary to the investment role, entrepreneurs and management teams who are seeking to raise venture capital finance and accountants, lawyers and other professionals who wish to gain a fundamental understanding of the venture capital investment process.

Key Learning Outcomes:

Attendees of this one-day course will gain an understanding of:

- Current trends and issues in the venture capital industry
- How to appraise a business proposition
- How to arrive at the valuation and required equity stake for a venture capital investment
- How to negotiate a venture capital deal, including the principal clauses included in a term sheet
- How venture capital firms go about monitoring deals and conducting portfolio reviews
- How VCs seek to add value to an investment and how they seek exits via trade sales and stock market flotations. Best practice in these areas will be discussed.

Attendees will have the opportunity to review investment propositions, negotiate a VC term sheet and review investment portfolios through practical case studies, group exercises and group discussion.

In-House Training Solutions

Need a bespoke training solution for your team?

If you have a large team that needs training, an in-house training solution may be right for you. We can run this training programme or a more bespoke course designed especially for the needs for your team.

A programme can be run on **dates convenient to you**, at a venue of your choice, such as **at your offices** and could even prove to be more **cost-effective**.

Programmes can be delivered in a face-to-face classroom-based setting and can also be combined with live online follow-on sessions.

To find out if an in-house solution is right for you, please contact :

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www.Ascentium-Associates.com/in-house

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Course Outline

Topics

Global trends in the venture capital industry

The structure of venture capital funds

- The GP – LP fund structure
- Different strategies for VC funds: stage, sector and geographic focus
- Theme approach to VC investment
- Fund strategy exercise

Investment risk and return

- Case study on eBay

Business proposition:

- Key components of business plan for VC investment
- Business model
- Initial appraisal of business plan
- Porters 5 Forces analysis and traps to avoid with business proposals
- Exercise on investment appraisal using Porters 5 Forces
- Non-disclosure agreements

The venture capital investment process:

- Sourcing deals
- Structuring VC deals
- Valuation methods
- Types of financing structure: ordinary shares, preference shares, A ordinary shares
- Worked example on structuring a deal
- Terms included in a typical VC term sheet
- Negotiating a term sheet
- Group exercise on term sheet negotiation
- Carrying out internal and external due diligence
- Investment decision process in VC firms
- Group exercise on the rejection or pursual of a VC deal
- Syndicating deals with local and overseas VCs

The post-investment process:

- Monitoring the performance of investments
- Portfolio reviews
- Group exercise on VC fund investments track record
- Methods of adding value to an investment
- Case study on adding value

Current topics and issues in venture capital:

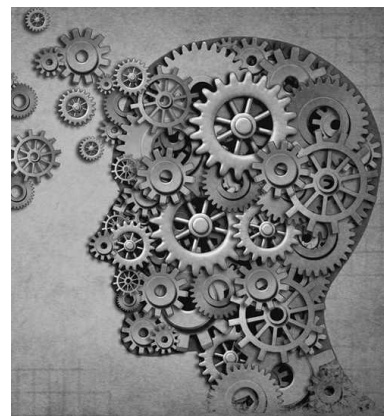
- Sector focus, including current “hot” areas for investment
- Technology clusters, including Silicon Valley and UK tech hot spots
- University spinouts
- Differences in approach between UK/European and US VC firms
- Wider environmental and ecosystem factors impacting on venture capital

Other alternative forms of early stage finance:

- Corporate venture capital
- Crowdfunding and business angels
- EIS, SEIS and Venture Capital Trusts

Exiting from a VC deal:

- Trade sales
- IPOs
- Secondary deals
- Group exercise on issues in exiting from a VC deal via an IPO



Registration Form

An Introduction to Venture Capital Deals: London – 28th March, 2019

Delegate Details

Delegate 1: Mr/Ms/Mrs/Dr..... First name.....Last Name.....
Job title.....Email address.....

Delegate 2: Mr/Ms/Mrs/Dr..... First name.....Last Name.....
Job title.....Email address.....

Delegate 3: Mr/Ms/Mrs/Dr..... First name.....Last Name.....
Job title.....Email address.....

To register more delegates, please call us on +44 207 193 5423

Organisation Name:
Address.....City.....
Post/Zip Code.....Country.....Tel.....

Pricing Choices

Book by Friday 22nd February to receive the Earlybird prices.

Please tick the appropriate box:

	Earlybird Rate	Normal Rate
1 Delegate	☐ £796	☐ £995
2 Delegates	☐ £1433	☐ £1791
3 Delegates	☐ £2149	☐ £2687

Note: All prices exclude 20% VAT which will be added to your invoice or credit card transaction

Payment Details

We accept payment with American Express, Mastercard, Visa or by invoice/direct wire transfer. Payment in full must be received in advance of the programme. Registrations received fifteen (15) days or less before a course commences, then the payment must be via credit card.

Please tick method of payment:

☐ Please email to me an invoice ☐ Credit Card Payment - American Express/Mastercard/Visa

Full Name as it appears on Credit Card.....

Credit Card Number.....Expiry Date.....Security Code.....

I have read and agree with the Terms & Conditions* - Signed.....

**For Terms & Conditions, please visit www.Ascentium-Associates.com/terms-conditions*

Please scan and email your completed registration form to info@ascentium-associates.com
Alternatively register online at www.Ascentium-Associates.com or call +44 207 193 5423

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About Us

Ascentium Associates - We are a specialist training provider, focused on the private equity, real estate and infrastructure/project finance sectors. Our industry course programmes are delivered by highly experienced practitioners enabling you to learn from seasoned veterans.

We are passionate and focussed on your training and development needs and offer many strong reasons as to why you should consider training with us:

•**Faculty Expertise** – Our faculty of experienced practitioner trainers, makes us different from other providers. We have a dedicated section on our website so that you explore the expertise that we can offer.

•**Small Class Sizes** – Our courses are small groups (usually between 8-15 people) and are highly interactive. This allows for a lot of scope to ask questions and join in discussions. Attendees are encouraged to actively join in, contributing with their own experiences and also challenge and learn from each other. Individual and group exercises are designed to get people thinking about, reinforcing and applying their learnings.

•**Learning with your peers** – Our programmes are primarily aimed for industry participants, so you can expect to be training alongside an engaging peer group.

•**Alumni group** – In addition to the peers you will meet, we also have an alumni group for you to network with.

•**Quality Programme Materials and Certificate of Completion** – All programme attendees will receive the programme content and a certificate of completion.

•**Quality venues** – We always use easy to get to venues that are centrally located and which provide the right balance of comfort and technology to facilitate your learning experience.

•**Post course discussion forums** – The forums on our website provide a platform to continue discussions and conversations with fellow attendees.

•**Feedback** – Programme feedback is very important to us, both during and after a programme and forms a basis for ongoing continuous improvement.

•**In-house training** – In addition to our scheduled programmes we also offer bespoke programmes offering expertise, convenience and cost effectiveness.

•**Track record** – Our team of professionals have many years experience of planning, designing and delivering training programmes.



We look forward to working with you.

Best Regards,

Kapriel Kasbarian
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FAQ

Frequently Asked Questions:

For a full FAQ please visit www.Ascentium-Associates.com/faq

Venue - I know the city in which the course will take place, but where exactly is the training venue located?
The venue will be located in a central part of the city. As we use several different venues (depending on availability and the number of registered delegates) in each city, we will finalise the venue once we have a good idea of how many attendees we are expecting and will inform you accordingly. We usually finalise the venue about 2-3 weeks before the course.

Laptops – Do I need to bring a laptop to the course?
Unless it is specified, bringing a laptop is optional

Travel & Accommodation – I do not live local to the course, do the course fees include my travel & accommodation expenses?

No – Each attendee is responsible for their own travel & accommodation costs and arrangements.

Timing – What time does a training day start and end?
Unless specified otherwise, training will start by 9:15am and finish by 5:00pm. On the first day of a course, attendees are required to register their presence and collect their course materials and are therefore requested to arrive by 9:00am.

Food & Beverages – Are there any food or drinks served during a training programme?
There will be 2 to 3 short tea/coffee breaks and a lunch available daily and are included in the programme fee.

Cancellation Policy – What is your cancellation policy?
For our full policy of cancellations please visit www.Ascentium-Associates.com/terms-conditions



Register Online www.Ascentium-Associates.com or call +44 207 193 5423



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