



# VENTURE CAPITAL: THE GUIDE TO FINANCING START UPS PROGRAM

*THE GUIDE TO FINANCING START UPS*

 15592

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## Program Overview

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Egypt is becoming one of the fastest growing startup ecosystems in the Middle East and North Africa region and Venture capital has been one of the key sources of financing emerging companies and ambitious entrepreneurs. This program will unveil one of the most exciting and perhaps least transparent areas in finance. The program is designed for both investors and entrepreneurs interested to sharpen their financial and technical skills for venture capital financing. Participants will have a comprehensive overview of the venture capital investment cycle; including how the best venture capitalists source, screen, and value deals; and how to design contracts that protect both investors and founders as well as how to execute them.

## Learning Outcomes

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- Define Venture Capital and understand how it works
- Develop the fundamental soft skills required to successfully carry out basic functions of a venture capital analyst or associate
- Demonstrate understanding of fundamental technical skills required to achieve basic functions of a venture capital analyst or associate
- Create a full set of deal documentation

Program Overview

Learning Outcomes

## Program Highlights



The program will span over a period of four weeks, with 11 sessions, each extending for 3 hours. Sessions will be facilitated in a virtual online live format. The total duration of the program is 33 hours. A full schedule will be shared upon registration.

Participants will need to pass the course assessment to receive the course completion certificate.

## Participant Profile



- Start-up entrepreneurs who are aiming to understand the economics and practices of venture capital
- Family business who are looking to invest in venture capital
- Management consultants who are looking to establish relevant cross functional skills
- Financial services or consulting professionals looking to transition into a career in venture capital
- Senior leadership within local/multinational or government-owned companies interested in corporate venture capital



## Program Outline

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The program is divided into four modules as follows:

### Module 1

- Introduction to venture capital: How do venture capital funds work?
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### Module 2

- Deal sourcing, personal branding and writing well: How do you find deals?
  - Influencing and making deals: How do you close and execute deals?
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### Module 3

- Structuring and deal terms: How to structure a deal and what are the terms of a deal?
  - The process of deal making: What is the process of executing a deal?
  - Assessing companies 101: What to look for in a company and how to value an investment opportunity?
  - Environmental, Social and Governance considerations (ESG): What does ESG mean and why does it matter?
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### Module 4

- Documents preparation: How do we build the documentation for a deal?
- Group presentations

## Admissions Criteria

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- Minimum two years of work experience.
- Prior knowledge of finance and accounting

## Program Fees and Registration

The program fees are **EGP 9,900**.

This includes total tuition costs, materials and a certificate.

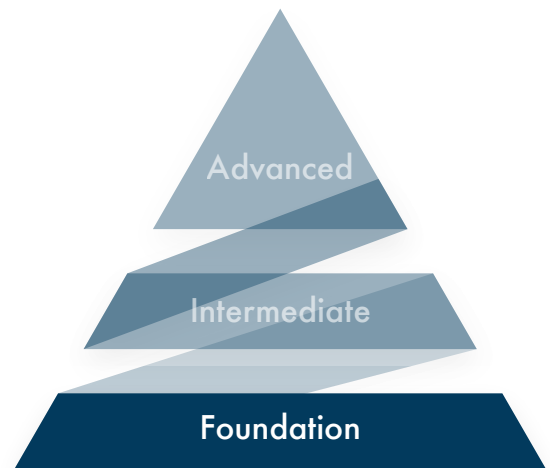
*\*For payment options, please refer to the payment section FAQs on our website or contact us on 15592*

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## Our Commitment



The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step. At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.



Consecutively since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.



## About AUC School of Business

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Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

## Executive Education

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Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.

knowledge, growth  
and excellence





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