

[EVD] ENTREPRENEURSHIP, VC AND DEALS

Introduction

It is important for both start-up entrepreneurs and corporate entrepreneurs around the world to understand how new companies are created in the Bay Area and the role that venture capitalists play in this process. Influential ideas such as the “Lean Start-up” originated from the experiences of entrepreneurs in the Valley and have hence gained global popularity. This course deals with real life examples that shed light on how entrepreneurs and venture capitalists work together to create and grow companies.

Objectives

- To gain insights into the key factors of success in launching start-ups.
- To understand how venture capital (VC) works.
- To interact with key players of Silicon Valley’s entrepreneurial and VC ecosystems.
- To put negotiation skills into practice during a financing round.
- To pitch new business ideas generated by the participants.

Content

We will cover topics such as lean start-ups, venture capital, start-up valuations, investment term sheets (liquidation preferences, antidilution), term sheet negotiations and pitching new business opportunities.

Methodology

The course uses cases, simulations, exercises and readings to generate an enriching in-class discussion (62,5hrs).

Evaluation

- 1) On-time and quality of the submission of the assignments - preparation and consolidation (50% of course grade)
- 2) Contributions to in-class learning during the module and team presentation (50% of course grade)

Competences

Basic

CB6-Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB7-The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8-The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9-Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10-Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General

CG1-To explain and discuss business situations in a rigorous, effective way using both formal and informal procedures, and providing relevant information to support their observations and conclusions.

CG7-To distinguish and categorize relevant information effectively for business decision making.

Specific

CE3-To evaluate decisions to buy or sell assets and businesses using criteria related to strategy, economics/finances, and execution of the transaction.

CE27-To analyze the impact of the sector climate and the macroeconomic climate on the business from the standpoint of the CEO.