

MASTERING STARTUP FUNDRAISING: FROM PITCH TO DEAL CLOSE

A Comprehensive Course by IIM Visakhapatnam & IIMV FIELD, to Unlock the Secrets to Startup Fundraising

Are you an entrepreneur, startup founder, business enthusiast looking to secure funding for your venture or an investor looking to invest in startups? Join our exclusive **30-hour hybrid course** designed to help you navigate the complexities of startup fundraising and close deals effectively.

What You'll Learn

- ✓ **Startup Funding Landscape** – Understand funding sources, stages & investor expectations.
- ✓ **Pitch Deck & Business Plan Development** – Craft compelling investment pitches.
- ✓ **Negotiation Skills** – Master deal-making and valuation strategies.
- ✓ **Real-world Funding Scenarios & Deal Structuring** – Analyse successful startup funding cases.
- ✓ **Hands-on Simulation (6-hour offline session)** – Participate in **Finsimco Startup Funding Negotiation** to apply theoretical concepts in a real-world setting.

🔗 **More about Finsimco Simulation:** [Click Here](#)

Why Join This Course?

- ✓ **Learn from Experts** – Gain insights from IIMV faculty and industry leaders.
 - ✓ **Comprehensive Curriculum** – Master every stage of the fundraising journey.
 - ✓ **Hands-on Learning** – Engage in real-world case studies and startup simulations.
 - ✓ **Exclusive Certification** – Get a prestigious certificate from **IIM Visakhapatnam FIELD**.
 - ✓ **Networking Opportunities** – Connect with investors, mentors, and fellow entrepreneurs.
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Course Details

- 📅 **Duration:** March - April 2025 (30 hours)
 - 📍 **Format:** 24 hours Online + 6 hours On-Campus (at IIM Visakhapatnam Permanent Campus)
 - 💰 **Fee:** INR 45,000 per team / startup (Incl. GST & Certification). **Upto 3 persons can attend per team/startup**
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Who Should Attend?

- 🚀 Startup Founders & Entrepreneurs
 - 📊 Aspiring Investors & Business Enthusiasts
 - 🏢 Working Professionals in Venture Capital & Fundraising
 - 🎓 Students
 - 🔗 Incubation Managers & Startup Consultants
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Why IIMV FIELD?


- ✓ **Proven Track Record** – 175+ startups incubated from 30+ Sectors, across India.
 - ✓ **Exclusive IIMV FIELD Ecosystem** – Access to a thriving network of mentors, investors & alumni.
 - ✓ **Premier Institution** – Learn from a leading IIM with world-class faculty.
 - ✓ **Industry-Driven Curriculum** – Designed to address real startup challenges.
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How to Enroll?

 **Register Now (without payment)** – Limited Seats Available! <https://forms.gle/cfRDLgqc9YT4PvSU6>

 **Last Date to Register (without payment)** – Friday, 28 Feb 2025, 11:59 PM

 **Contact Us:** WhatsApp (7569309208), incubationcenter@iimv.ac.in

 **Visit Us:** iimvfield.com

Tentative Course Outline

Module	Session	Topic	Details	Duration (Hrs)	Mode
Module 1: Fundraising Opportunities & Types	Session 1	Startup Funding Landscape	Understanding different types of startup funding (Bootstrapping, Angel Investors, Venture Capital, etc.), funding stages (Pre-seed to Series C+), and analysing real-world cases	1.5	Online
	Session 2	Understanding Investor Mindset	Exercise on understanding investor expectations and assessing risk profiles.	1.5	Online
	Session 3	Understanding Valuations	Introduction to capitalization tables (Cap Tables), various startup valuation methods (DCF, Berkus Method, Multiples, First Chicago, etc.), and their real-world application.	1.5	Online
	Session 4	Understanding Valuations (Continued)	Deep dive into valuation techniques with case studies and practical applications.	1.5	Online
	Session 5	Investor Speak	Interactive AMA (Ask Me Anything) session with successful investors sharing their fundraising experiences, challenges, and best practices.	1.5	Online
Module 2: Storytelling & Pitching	Session 6	Crafting a Compelling Narrative	Developing a persuasive startup story using frameworks, case analysis of successful pitch narratives.	1.5	Online
	Session 7	Financial Storytelling	Understanding financial storytelling through financial modelling, unit economics, and revenue projection exercises.	1.5	Online
	Session 8	Pitch Deck Mastery (Part 1)	Creating a first draft of a compelling pitch deck, covering key elements, and conducting peer reviews.	1.5	Online
	Session 9	Pitch Deck Mastery (Part 2)	Refining pitch deck presentations based on peer feedback and expert insights.	1.5	Online
	Session 10	Reaching Out to Investors	Understanding the dos and don'ts of investor outreach, email templates, cold outreach strategies, and follow-up best practices.	1.5	Online
	Session 11	Entrepreneur Speak	Another AMA session featuring a successful entrepreneur discussing their journey of fundraising and investor negotiations.	1.5	Online
Module 3: Negotiating & Deal Closing	Session 12	Term Sheet Fundamentals	Learning key components of a term sheet, analysing real-world term sheets, and understanding common negotiation terms.	1.5	Online
	Session 13	Negotiation Strategies	Introduction to negotiation frameworks, role-playing, and practical deal-making exercises.	1.5	Online
	Session 14	Deal Structures	Understanding different funding structures, valuation models, and option pool calculations for equity distribution.	1.5	Online
	Session 15	Advanced Deal Terms	Deep dive into complex deal terms, investor rights, liquidation preferences, and another AMA session with an expert.	1.5	Online
	Session 16	Due Diligence Deep Dive	Step-by-step walkthrough of the due diligence process, creating a due diligence checklist, and preparing a complete documentation portfolio.	1.5	Online
Module 4: Simulation	Session 17-20	FinSimCo Simulation	A 6-hour offline simulation where participants negotiate funding deals, perform due diligence, and complete deal closing documentation in a hands-on environment.	6	Offline

Frequently Asked Questions (FAQs)

1. **Can I register without making a payment?**

Yes, you can register without making a payment. IIMV FIELD will evaluate and shortlist applications before requesting payment.

2. **How will the selection process work?**

After registration, IIMV FIELD will review, and shortlist applications based on eligibility and suitability. Only selected participants will proceed with the payment process.

3. **Will the course be conducted if only a few people enrol?**

The course will be conducted only if the minimum required number of participants join. If the minimum enrolment is not met, the course may not be held.

4. **Who is eligible to register for this program?**

Entrepreneurs, startup founders, aspiring investors, business professionals, and students interested in startup fundraising can register.

5. **Is this course self-paced or live?**

This is a live course with interactive online sessions. It is not a self-paced program. Participants are expected to attend live classes as per the schedule.

6. **When will I receive details about the instructors, schedule, and offline session?**

Detailed information about instructors, session schedules, and the offline session at IIM Visakhapatnam will be shared with shortlisted participants.

7. **Can my startup team members join the course with me?**

Yes, up to three team members can participate in both the online and offline sessions. Each team member will receive a participation certificate.

8. **Is this program open to participants outside Visakhapatnam, AP?**

Yes, this program is open to participants from all over India.

9. **Can I form a team without having a venture?**

Yes, you can form a team with up to three members, even if you don't have a venture.