

FUNDRAISING IS COMPLEX WE ARE MAKING IT EASIER

Join IIMV FIELD's Certificate course and get investor ready; from pitch to deal close

Key Highlights

- Duration: 30 Hrs Hybrid mode
- Hands-on Negotiation activities with Finsimco Startup Funding Simulation
- Learn from Experts
- Course Fee : ₹45,000 per Startup/Team
- 3 Members per Team can participate
- Timelines : March - April 2025

Who Should Attend?

- Startup Founders & Entrepreneurs
- Aspiring Investors & Business Enthusiasts
- Incubation Managers & Startup Consultants

 incubationcenter@iimv.ac.in

 +91-7569309208

 **REGISTER NOW**
(without payment)

Deadline: 28 Feb 2025, 11:59 PM

***For more details, refer to the brochure*



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.

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**

Who Should Attend?

-  Startup Founders & Entrepreneurs
-  Aspiring Investors & Business Enthusiasts
-  Working Professionals in Venture Capital & Fundraising
-  Students
-  Incubation Managers & Startup Consultants

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.



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ADDITIONAL INFORMATION

Tentative List of Speakers for the 30 Hours Course

Name	Organization	Role	Linkedin Profile
Mayuresh Raut	Sea Fund	Co-Founder & Managing Partner	https://www.linkedin.com/in/mayureshrraut/
Sridhar Sirigeri	Endurance Capital	Managing General Partner	https://www.linkedin.com/in/siddharth-sirigeri/
Vijay Singh	Soonicorn Ventures	Co-Founder & CEO	https://www.linkedin.com/in/vijayrathorenuclous/
Richa Bajpai	Campusfund	Founder & CEO	https://www.linkedin.com/in/richabajpai/
Chakradhar Gade	Country Delight	Co-Founder & CEO	https://www.linkedin.com/in/chakradhar-gade-1025a12/
Vishal Jindal	Biryani by Kilo	Co-Founder & Co CEO	https://www.linkedin.com/in/vishal-jindal-7424282/
Prashanth Tandon	1 MG	Founder	https://www.linkedin.com/in/prashant-tandon-2802a4/
Gaurav Jalan	mPokket	Founder and CEO	https://www.linkedin.com/in/gauravjalan/
Sumit Jain	Unacademy	Co-Founder & CEO	https://www.linkedin.com/in/sumjain/
Ravi Kallayil	Plaeto Shoes	CEO	https://www.linkedin.com/in/ravi-kallayil/
Amarendra Sahu	Nestaway	Co-Founder	https://www.linkedin.com/in/amarendra-sahu-09b6848
Aprameya Radhakrishna	Koo	Co Founder and CEO	https://www.linkedin.com/in/aprameyaradhakrishna
Guhesh Ramanathan	IIMV FIELD	CEO	https://www.linkedin.com/in/guhesh/
Prof M Shameem Jawed	IIMV	Associate Professor	https://www.linkedin.com/in/m-shameem-jawed-67495221/



Frequently Asked Questions (FAQ) – Part 2

1. When do the sessions start?

The sessions will begin in the **third week of March 2025**.

2. What are the session timings?

The online sessions will be conducted in the evening **from 7:00 PM to 8:30 PM, twice or thrice a week**.

3. Will the sessions be online or offline?

All sessions will be **online**, except for the **final 6-hour simulation exercise**, which will be conducted **offline at the IIM Visakhapatnam Permanent campus**.

4. Are these pre-recorded sessions?

No, all sessions will be **delivered live virtually**, allowing participants to interact with the speakers.

5. Will I receive mentoring support?

Yes, during the sessions, participants will have the opportunity to **ask questions directly to the speakers**.

6. What is the deadline for payment?

The payment must be completed before **March 9 (Sunday), 2025, 11:59 PM** to confirm your seat.

7. How much is the course fee per team?

The course fee is **INR 45,000 per startup/team (up to 3 participants), including GST**.

8. How can I make the payment?

You can make the payment via **UPI, IMPS, or Net Banking**.



- **UPI (Google Pay / PhonePe):**

1. Open **PhonePe / Google Pay** and select "**Transfer Money to Bank Account**"
2. Choose **Punjab National Bank** as the bank
3. Enter the **Account Number: 4636000100028677**
4. Confirm and complete the transfer

- **IMPS / Net Banking Details:**

- **Account Holder Name:** IIMV FOUNDATION FOR INCUBATION ENTREPRENEURIAL LEARNING AND DEVELOPMENT
- **Bank Name:** Punjab National Bank
- **Account Number:** 4636000100028677
- **Branch:** MVP Colony, Visakhapatnam
- **Branch Address:** Sector 5, MVP Colony, Visakhapatnam, AP 530017
- **IFSC Code:** PUNB0463600

9. Will the payment be refunded if I choose to withdraw?

No, the payment is **non-refundable**.

10. Is there an EMI option available for payment?

No, we do not offer an EMI payment option.



11. Can I make a partial payment?

No, the full amount must be paid in one transaction.

12. Will I receive an invoice for the payment?

Yes, we will provide an invoice upon successful payment.

13. When is the offline session going to be held?

It will be on a Saturday or Sunday, at the end of April or beginning of May 2025.

14. What are the next steps after payment?

Submit this google form <https://forms.gle/rwCzLZpZfh7hbBKv8>

15. How can I get further assistance or ask additional questions?

For any further queries, feel free to reach out via WhatsApp: [Click Here](#).

