

FUNDING SUCCESS FOR STARTUPS



EQUITY



EXIT

What is the Program?

Surveys show that funding is one of the most challenging obstacles faced by startups globally. The situation gets tougher in India as the startup ecosystem here is still in a nascent stage. Raising funds is tougher for the first generation entrepreneurs who have idea/intellectual capital to showcase but no collaterals to give assurance. With banks still being restrictive in their outlook and the chances of venture capitalists turning opportunist, funding conundrum of startups gets deeper. The programme aims at addressing the funding challenges faced by startups, exploring the newly emerging funding options, enhancing the preparedness for successful funding and successful handling of post funding stage.

The Program

The program provides a comprehensive framework for understanding the issues and nuances involved in funding startups/scale ups. Participants would be equipped with the tool kit to enable them to prepare effective Business Plan and to make successful pitch to the investors. Other ancillary but critical aspects like control, legal issues related to funding and exit strategies shall also be covered.

Program Takeaways

- Scanning the funding environment and options
- Bootstrapping

- Stage wise funding options
- Angel investors or venture capital: whom to look for and when?
- How to look at strategic investors? The issue of giving away the equity/control
- From the lenses of funders: what they look for in funding a start up/scale up
- Business Plan and valuation of startups making an effective pitch to investors
- Legal issues in funding
- Planning the Exit strategy

Who should attend?

This program is designed for entrepreneurs who are either in ideation or in prototyping stage, who are gearing up for testing the market. It is equally relevant for such executives who after having worked in corporations are contemplating of starting on their own and are not sure as to how they would be able to solve the funding puzzle when they take a plunge.

Duration

3 days