

## The Funding Course : Curriculum

### CHAPTER ONE

#### Fundraise: Are you ready or not?

Speaker/s:  
Philip Varughese  
Ravi Garikipati  
Siddarth Pai  
Stellaris Venture Partners  
TN Hari  
Kashyap Chanchani

- 1.1 Need for Funding
- 1.2 Getting Investors
- 1.3 Awareness about Governance
- 1.4 Tips for Founders
- 1.5 Time frame of a Deal
- 1.6 Choosing an investor
- 1.7 Over-capitalization Vs Under-capitalization
- 1.8 Sources of Funding
- 1.9 Things to do before Fundraising
- 1.10 Tips for Fundraising
- 1.11 Founders' Dilemma
- 1.12 Should you work with an Investment Banker?
- 1.13 Common mistakes during a fund raise
- 1.14 Deciding to fund raise or not
- 1.15 Finding Mentors
- 1.16 Key milestones in a Fund Raise
- 1.17 Timeframe of a Fundraise

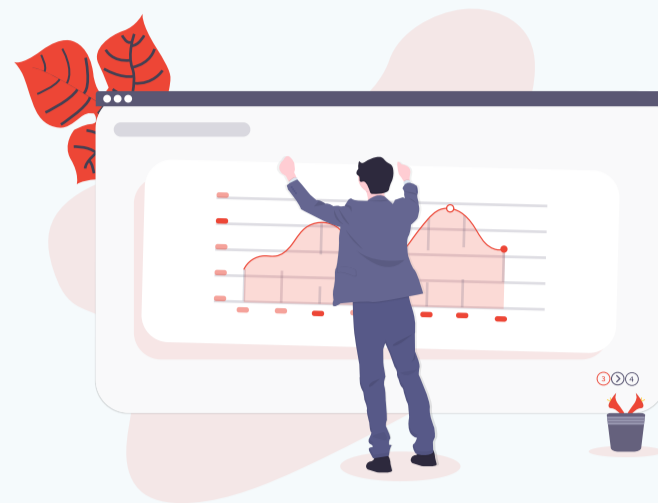


### CHAPTER TWO

#### Bootstrapping: A forgotten way of doing business

Speaker/s :  
TN Hari  
Mohandas Pai

- 2.1 Importance of Bootstrapping
- 2.2 Bootstrapping



### CHAPTER THREE

#### How to pitch and woo investors ?

Speaker/s :  
Siddarth Pai  
TN Hari  
Mohandas Pai  
Stellaris Venture Partners

- 3.1 Examples of an exciting pitch deck
- 3.2 Importance of Good Presentations
- 3.3 Tips & Tricks for Entrepreneurs
- 3.4 Elements of a Good Pitch
- 3.5 Reaching out to investors
- 3.6 Having Conviction
- 3.7 Preparation before Pitching
- 3.8 Pitches
- 3.9 Approaching VCs



### CHAPTER FOUR

#### Valuation: The art and science of it

Speaker/s :  
Kashyap  
Siddarth Pai

- 4.1 Valuation for Early stage startups
- 4.2 Valuation for Early stage entrepreneurs
- 4.3 Valuations
- 4.4 What founders should know about valuations
- 4.5 Overvaluation & Undervaluation
- 4.6 Key Determinants of Valuation



### CHAPTER FIVE

#### Term Sheet

Speaker/s :  
Siddarth Pai

- 5.1 Key Terms in a Term Sheet
- 5.2 Things founders should know about Term Sheets
- 5.3 What is a term sheet?
- 5.4 Example of a Term Sheet



### CHAPTER SIX

#### Transaction Documents

Speaker/s :  
Siddarth Pai  
TN Hari

- 6.1 Investment Flow
- 6.2 Important Points to remember
- 6.3 Negotiations
- 6.4 Example of a SHA/ SSA

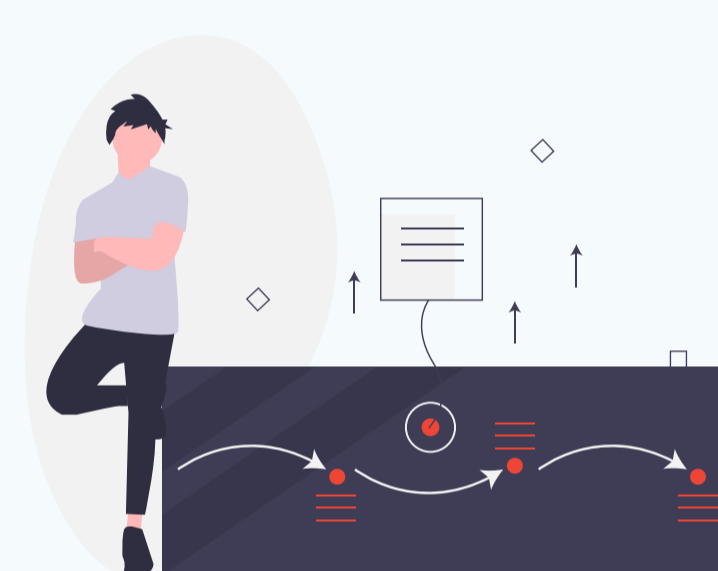


### CHAPTER SEVEN

#### What does an angel investor look for in a pitch?

Speaker/s :  
Aprameya Radhakrishna

- 7.1 Angel Investment strategy
- 7.2 Personal Examples of Investing
- 7.3 Tips for Entrepreneurs
- 7.4 Example of a SHA/ SSA



### CHAPTER EIGHT

#### What does it take to get into a start up accelerator?

Speaker/s :  
Ashish Gupta

- 8.1 How does YC help
- 8.2 The YC Questions
- 8.3 The YC Interview process
- 8.4 The experience of YC



### CHAPTER NINE

#### How do VC's approach the entire investment process?

Speaker/s :  
Kashyap Chanchani  
Mohandas Pai  
Philip Varughese  
Ravi Garikipati  
Siddarth Pai  
Stellaris Venture Partners  
TN Hari

- 9.1 Mistakes Founders make during a Fundraise
- 9.2 Role of Investment Banking
- 9.3 Funding & Processes
- 9.4 Taking the call
- 9.5 What gets investors excited
- 9.6 Expectations of a VC
- 9.7 Investors POV
- 9.8 Accepting previously rejected companies
- 9.9 Common Mistakes while pitching
- 9.10 First Meeting
- 9.11 Shortlisting companies
- 9.12 Importance of Control
- 9.13 Investor's Expectations

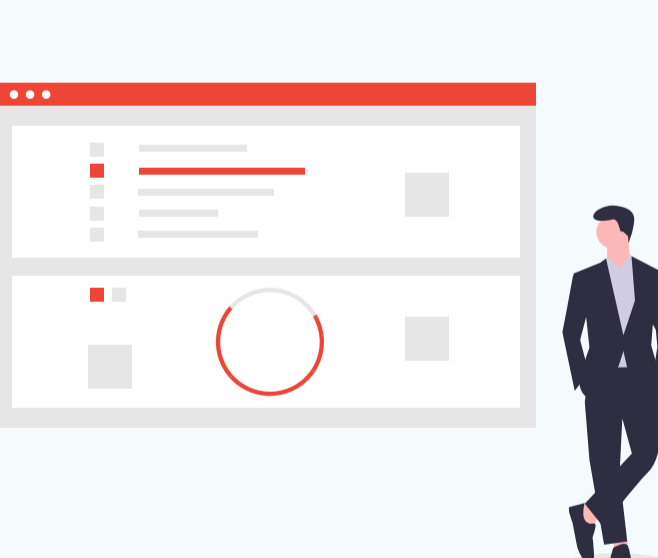


### CHAPTER TEN

#### What you need to do post receiving investment?

Speaker/s :  
Mohandas Pai

- 10.1 Building the trust
- 10.2 Traits of a good entrepreneur
- 10.3 Treating investors the right way
- 10.4 Investor Reporting Template



### CHAPTER ELEVEN

#### Legalities

Speaker/s :  
Vatsal Gaur

- 11.1 Changing Trends
- 11.2 Common Mistakes
- 11.3 Critical Aspects from a legal standpoint
- 11.4 Legal Due Diligence
- 11.5 PDP Bill
- 11.6 Provisions for Negotiations
- 11.7 Reasons for IP protection negligence
- 11.8 Safeguarding IP
- 11.9 Short & long term goals
- 11.10 Transactional documents and term sheets
- 11.11 Valuation and Equity dilutions



### CHAPTER TWELVE

#### Harvard Business Review Content

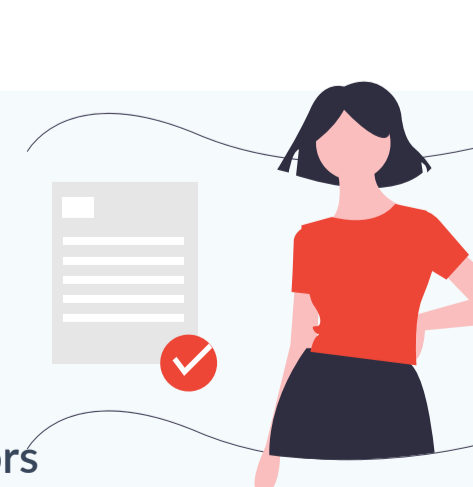
- 12.1 Writing a great biz plan
- 12.2 Craft a story to sell your biz case
- 12.3 Creating powerful slides
- 12.4 Delivering an Engaging presentation
- 12.5 Note on pre-money & Post-money
- 12.6 Venture Capital Term sheets
- 12.7 Term sheet Negotiations



### CHAPTER THIRTEEN

#### Bonus Content

- 13.1 Cap Table Template
- 13.2 Initial Connection to Investors
- 13.3 Keeping Start-up Advisors Updated
- 13.4 Disclosing deal terms and details to investors
- 13.5 Pitch Deck



### CHAPTER FOURTEEN

#### Add-On : Active Investors' List 2020

- 14.1 Contact Details of 200+ Investors  
*\*Available only for First 100 Users*

