

Target Series A

From Idea to Investment

Course Overview

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Target Series A: From Idea to Investment - Overview

Course Name: Target Series A: From Idea to Investment

Course Duration: 1/2 Day

Designed For: First time Start-up Entrepreneurs who require external equity investment.

Objective: To provide entrepreneurs with an understanding of what investors are really looking for in a company pre-series A. To present a range of tactics that can be employed by a start-up to generate traction. Show new entrepreneurs the most effective ways of approaching investors. To assist a new start-up quickly achieve their first funding round. To reduce the time and resources start-up's use when chasing investment.

Results: Entrepreneurs will have a clear understanding of what it takes to get investment. They will be able to construct a strategy for their business to get "Series A" investment. They will know which range of traction generation tactics they can apply in the early stage to help them build a solid case for investment. They will know how to effectively present their business to investors.

Benefits: They will save time and reduce their cash burn by focusing on the tactics highlighted in this course. They will avoid typical mistakes many first-time entrepreneurs make during the start-up phase. Entrepreneurs will not fall into the "chasing investment" trap. They will be better prepared to get Series A investment, and therefore will be more likely to succeed in the long term.

Course Breakdown:

- 1) The Business Plan Myth
- 2) The Venture Capitalist's Point of View
- 3) Developing Your Start-up's Business Model
- 4) Importance of Incremental Improvement
- 5) Why Traction is King - The Traction Ladder
- 6) How to Get on Potential Investors' Radar
- 7) The Pitch

Bonus: The session is backed up with comprehensive e-learning material which includes podcasts, slidecasts, notes and "how to" videos.

This course is only available in Ireland and the UK.

This course is delivered in a face to face classroom setting when booked by an Enterprise Tuition Manager.

One to one sessions can be booked by individual entrepreneurs and start-up companies. These sessions will be customized to the individual start-up's needs.

Contact:

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