



The brightest minds in finance

Entrepreneurial Finance: Venture Capital Financing

Valuing, investing in, growing, monitoring and exiting from start-ups

The **Entrepreneurial Finance: Venture Capital Financing** program provides participants with a unique and comprehensive perspective on start-up investing. It is designed to provide a perspective combining facts and best practices. After exploring the sector and the "ecosystem" of entrepreneurial finance, the participants will learn how venture investing works, from sourcing opportunities to selecting investments, creating value and monitoring, setting up a governance framework and exiting. The program thus covers the whole cycle of investing in new ventures. The participants can expect an intense learning experience comprising formal lectures, group discussions, and case studies.

How you will benefit

By attending the program, you will

- Explore and understand the world of start-up investing: trends, issues affecting the market and major players
- Understand the investment structures and return drivers in venture capital
- Investigate deal sourcing, business plan analyses, and transaction structuring
- Learn the specificities of venture valuations (at entry and exit) and investment negotiations, as well as monitoring and governance

Who should attend

The **Entrepreneurial Finance: Venture Capital Financing** program is relevant to:

- Entrepreneurs and business angels keen to understand the venture capital industry better
- Family offices and consultants with an interest to invest in start-ups, commit funds to the sector and/or co-invest with them
- Regional development organizations and advisors looking for a better understanding of how entrepreneurial finance creates value in start-ups

"It covers everything one should know, before getting into VC World."

Vinod Bhovi, Senior Software Engineer, Rabobank The Netherlands

Program at a glance

Day 1

- Introduction
- The challenge of venture capital investing
- Deal sourcing
- Due diligence
- Term Sheet Game

Day 2

- Valuing in an uncertain context: methods and limits
- Negotiations
- The term sheet game with guest speaker Daan Wilmis van Kersbergen
- Establishing a governance framework
- Monitoring and governance

2 days | € 3,100 | Check AIF.nl for dates

The expert

Meet the brightest minds in finance. Learn from the world's leading finance academics and experienced corporate executives.



Professor Cyril Demaria is a private markets expert advising investors on asset allocation, and funds and direct investments. He

is currently Head of Private Markets Strategy at Julius Baer in Switzerland. Cyril is also the author of multiple books on private equity and asset allocation.

Until 2020, Cyril was a Partner at Wellershoff & Partners, an independent CIO service provider for family offices and financial institutions in Switzerland. His extensive knowledge of the asset class spans 20 years during which he has notably held positions at the CIO of UBS, where he was in charge of private markets research (buy-side). He is the founder and managing partner of venture capital funds and combines academic expertise with his practical experience.

Cyril lectures at top academic institutions including EADA Business School in Barcelona and is an Affiliate Professor at EDHEC Business School in Nice. He has authored best-selling books such as "Introduction to Private Equity" (Wiley, 3rd edition) and "Private Equity Fund Investments" (Palgrave). His book on "Asset Allocation and Private Markets" (Wiley) was published in 2021.

Cyril Demaria received his PhD in Economics and Business Administration from the University of St. Gallen, Switzerland. Furthermore, he has a Master's degree in European Business Law from Université Paris-V, a Master's degree in Geopolitics from Université Paris-VIII, and is a graduate from HEC Paris.

Enrolling & practical information

Enrollment requirements

AIF considers each enrollment application carefully to ensure the quality and level of the program is maintained and that participation of candidates is beneficial to both themselves and their organizations. The general prerequisite for all AIF programs is the possession of an academic or equivalent degree, as well as proficiency in English and practical experience.

Accommodation

AIF has special corporate rates available for participants at a number of hotels in central Amsterdam.

Certificates

An AIF certificate of attendance is awarded to all participants who successfully complete the program.

Program location

The programs are held in the financial hub in the south of Amsterdam, within an easy walk from Amsterdam Zuid Station, and within 15 minutes from Schiphol International Airport.

Program fees

Program fees include tuition, all comprehensive program materials, books, and any software that is required for the program, as well as luncheons and daily refreshments. Accommodation is not included.

In-company programs

For information on how AIF can add value to your organization via a tailored in-company program, please contact AIF directly at: +31 20 246 7140.

Ready to learn more? Find your program and reserve your place at [AIF.nl](https://aif.nl)

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