



## **Masters of Business Administration (MBA) – Semester - 4**

### **Course Teaching Plan**

**Course Title: Fundamentals of Fundraising for Start-ups**

**Course Code:340034402**

**Course Credit: 4**

**Course Introduction:** Course will provide a knowledge about different types of funding sources for entrepreneurs and start-ups .

#### **Course Objectives:**

To develop Skill sets and capabilities to generate funding for your own venture .

To develop skills of designing revenue model and estimating right valuation of your venture/Business

To understand requirement of funds and appropriate source for generating funds.

To provide knowledge about all fundamental aspects of Pitching and rounds of generating funds.

To create awareness about registration, documentation and other required legal processes .

#### **Course Learning Outcomes**

- CLO1: Skill sets and capabilities will be generated to raise funding for your own venture .
- CLO2: Skills will be developed for designing revenue model
- CLO3: Requirement of funds and appropriate source for generating funds
- CLO4 :Students will have knowledge about all fundamental aspects of pitching and rounds of funding
- CLO5: Awareness will be created among students about registration, documentation and other required legal processes.

### CLO –PO Mapping Matrix

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
CLO1:Skills and capabilities will be developed to generate funding for your venture.	5	4	5	4	5
CLO2:Skills will be developed for designing revenue model	5	4	5	4	5
CLO3:Understanding of requirement of fund and what can be a source for fund	5	5	5	4	5
CLO4: Students will have knowledge about all fundamental aspects of pitching and rounds of funding	5	4	5	4	5
CLO5: Awareness will be created among students about registration, documentation and other required legal processes.	5	4	5	4	5

Correlation levels: 3= ‘High’, 2=‘Medium’, 1=‘Low’ and ‘-’ = No correlation

#### Activity based Session Plan:

<b>Session Nos</b>	<b>Syllabus Content</b>
	<b>Unit-1</b>
1-3	Fundamentals of fund raising Pros and Cons Of raising funds
4-7	Designing a Revenue model and appropriate Business structure for the same

8-10	<p>Different types of funding sources in India</p> <p>Bootstrapping  Angel Investors  Crowd-Funding  Venture –Debt  Business Incubators  Start-up accelerators  Different platforms  Venture Capitalists  Government Grants/Schemes  Other Sources</p>
	Unit-2
11-13	<p>Types and Rounds Of Funding  Series A, Series B Series C funding  Investment and Equity dilution</p>
14	Role of valuation and equity
15	Reaching out to appropriate investor Initial Communication
	Unit-3
16-19	<p>Introduction and definition of Pitch  Importance of a right pitching for Entrepreneurs</p>
20	Understanding Target audience and Mode for Pitching
21	<p>Types of Pitching :</p> <p>Elevator Pitching  Investor Pitching  Product Pitching  Sales Pitching  Twitter /Social –Media Pitching  Video pitching</p>
22-23	<p>Creating a Pitch-Deck for Investor  (Do’s and don’ts of pitch Deck  Story –telling and grooming  4p’s of pitching  Promise, picture, Proof</p>

24-26	Execution of Pitching and negotiation :  start –up Documentation for funding  Preparing for investor Audit Compliances Legal registration and paper work Contracts and terms and conditions Risk and Rejection
27-28	
29-32	
33-40	

#### Assessment Scheme :

Specific assessment method	% Weight age	✓CLO to be assessed					Theory	Practical
		CLO 1	✓ CLO 2	CLO 3	CLO 4	CLO 5		
Class participation	5%	✓	✓	✓	✓	✓	✓	✓
Exams	50%	✓	✓	✓	✓	✓	✓	
Case Analysis	5%	✓	✓	✓	✓	✓	✓	✓
Project and Presentation	40%	✓	✓	✓	✓	✓	✓	✓

#### Educational Resources

Educational Resources	Description
i. Reference Book	Start-up Funding by Mehul Mehta The Start –up Funding book, Nicholas,

	Hojer, Nelson, NHN ventures Funding your start -up and other nightmares by Dhruv Nath.
<b>ii. Journals/ Magazine/periodicals/Books</b>	<ol style="list-style-type: none"> <li>1. The Journal of Entrepreneurial Finance</li> <li>2. Journal of Corporate Finance</li> <li>3. Journal of Entrepreneurial Finance and Business Ventures</li> <li>4. Howard Business Review</li> </ol>
<b>iii. Video lecture</b>	<p>Shark Tank Videos, The vault show, Entrepreneur stories from Your</p> <p>stories, Video Cases  <a href="http://www.letsventure">www.letsventure</a></p>