

Venture for Startup Finance™

Our Venture for Startup Finance™ program provides participants with an intensive, “hands-on” course focusing on the basics of creating integrated financial projections and statements for new ventures. Participants learn all steps required to build profit and loss statements, cash flow and breakeven analysis, capital requirements, balance sheets, and start up metrics for performance measurement and monitoring. Sources of funding for new ventures are explored with a focus on early stage requirements.

Who Should Attend

This is an open-enrollment program designed for individuals working on new venture creation or early stage growth. Participants enter the session with current business models that they would like to build financials for during the program.

Program Benefits

At the highest level, you will come away with clear answers to the following questions:

- What are the challenges of building credible financial projections and how to develop detailed assumptions that form the basis of your business model?
- What are common mistakes made in new venture financial assumptions and projections?
- How to estimate all sources of revenues and associated costs of sales for each stream?
- How does one differentiate variable and fixed costs based on your business model?
- What are current approaches to estimate customer acquisition costs and lifetime value?
- Why is cash management so important to early venture success and how to build a cash flow plan?
- What metrics are critical to measure and monitor new venture success?
- How are capital requirements estimated for both start up needs and early operations?
- What financial information do investors want to see and how do you best present critical data?

Program Content

The program uses a proprietary sequence of modules and tools to support the development of your new venture financials. Participants learn how to build integrated financial statements and identify important metrics for early stage ventures. Specific skill development and issues covered include:

- **Start Up Math-** Understanding the key financial information that new venture founders and teams must estimate and monitor
- **Business Model Alignment-** Determining all revenues sources and costs generated by venture activities and operations
- **Market Size Estimates-** Applying bottom up analysis to determine target market potential and associated revenue projections
- **Customer Acquisition Costs-** Calculating the costs of acquiring new customers compared with the lifetime value of each customer
- **New Product Costs-** How to estimate product costs for minimal viable products, early prototypes and larger volume production
- **Operational Costs-** Determining all fixed costs required to operate your business and identify ways to minimize these costs through bootstrapping, outsourcing, and collaborating
- **Start-Up Metrics-** Identifying critical indicators for benchmarking, measurement, & monitoring
- **Funding Sources-** Understanding the many options for start up funding, including up to date information on crowd funding, peer-to-peer lending, and public incentive programs
- **Investor Requests-** Determining what information investors will want to know about new venture’s start up costs, capital requirements, and growth potential

Value Created for You

Pre-class assignments are designed to inform faculty about your preliminary new venture concepts so the class can be best structured to support your efforts throughout the program. Post-class sessions and mentoring can be arranged on individual or group basis.

Faculty Leaders

Top faculty leaders who are experienced, accomplished entrepreneurs and senior executives in their own right teach this program. Each brings to the classroom extensive experience and knowledge for achieving practical results. Please visit our website <http://bit.ly/VENTUREFORALL> to view their vitae.

Location

Venture for All® programs are held locally across many emerging markets including India, China, Taiwan, Indonesia, Korea, Japan, Singapore, Turkey, United Arab Emirates, and several African countries. Additionally, there are programs hosted on the Columbia University Campus in New York City.

Fee

Program fees are based on the number of days and level of instruction. Fees include tuition, instructional materials, breaks, and lunch. Participants that complete the program successfully receive a Venture for All® Program Certificate from Columbia Business School.

Venture for All® Programs

Venture for All® is a global initiative whose mission is to enhance the entrepreneurial ecosystem in emerging and frontier markets through education and mentorship. Our programs educate and train young aspiring entrepreneurs to become enterprise builders and job creators, prepare and educate the small and family-owned business owner for the next stage of growth, and create marketplace development strategies for high potential corporate managers.

Hosted by the Columbia Business School, Venture for All® programs drive to empower emerging communities through entrepreneurship and help to build the local economy. The programs ensure that aspiring and seasoned entrepreneurs are able to create new opportunities for themselves and others in their communities. Additionally, Venture for All® advises policymakers at government, corporate, and educational institutions to recognize the need to build capacity for high potential startup ventures in emerging and frontier markets.

Contact

For more information on participating in one of Venture for All® programs, program schedules for on-campus, international, and online offerings, hosting a Venture for All® program in your country or region, or becoming a regional representative, contact Dr. Jack McGourty, Director of Community & Global Entrepreneurship and Founder of Venture for All® at Columbia Business School.

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