

EXECUTIVE

laSalle

RAMON LLULL UNIVERSITY

# VENTURE CAPITAL AND CORPORATE INVESTOR

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Executive Program

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CAMPUS BARCELONA

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VENTURE  
CAPITAL AND  
CORPORATE  
INVESTOR  
EXECUTIVE  
PROGRAM

## UNDERSTANDING THE TOOLS AND RULES OF THE GAME OF VENTURE CAPITAL, CORPORATE VENTURING AND SILICON VALLEY

The pace of **innovation is accelerating, changing markets and creating opportunities** and challenges. Venture capital and Entrepreneurs are partnering to create ventures of astounding value, global impact and financial returns.

Major corporations are threatened as never before. Changing opportunities that exceed their internal capabilities require a rapid response.

At the same time, **Entrepreneurs are creating new ventures** with new technologies and business models that enable the rapid scaling these corporations need, disrupting traditional value chains and markets.

Through 'open innovation' platforms such as Corporate Venture Capital, Venture Capitalists are investing in these start-ups, allowing them to **experiment, innovate and rapidly scale**. Once the purview of Silicon Valley, this has become a truly global phenomenon.

### **This is challenging territory for everyone involved:**

- How to set a global strategy?
- What are the right investing structures?
- What are the right ventures to pursue?
- What should the relationship be? Straight stock ownership or something more complex?
- Does the entrepreneur have to yield control over their venture?
- How to build a quality deal flow?
- What are the best practices of venture governance and oversight?
- What are the *rules of the game* between Entrepreneurs, Angel investors, Venture Firms and Corporate Investors?
- What are the common tools and metrics?
- How should Corporate Venture Units be organised?
- What can we learn from Silicon Valley?
- How do we apply it in Europe?

“ TECHNOLOGY AND  
BUSINESS MODEL  
INNOVATION ARE  
CHALLENGING LEADING  
BUSINESSES, AND CREATING  
OPPORTUNITIES FOR  
ENTREPRENEURIAL AND  
VENTURE CAPITALISTS ”

**FACULTY DIRECTOR**

Prof. Jerome Engel

**FORMAT**

Intensive and interactive seminars

**PROGRAM LENGTH**

15th, 16th and 17th November 2018

**SCHEDULE**

From 8 a.m. to 5 p.m.

**LANGUAGE**

English

**AIMED AT**

Investment professionals, venture firms, companies and entrepreneurs striving to gain a results-oriented insight into the venture capital process

**TUITION FEE**

€3,950

(Ask for accommodation arrangements and group rates)

**ENROL**

For information and registration:  
[venture-capital.salleurl.edu](http://venture-capital.salleurl.edu)

**LOCATION**

La Salle Campus Barcelona  
Sant Joan de la Salle, 42  
08022 Barcelona



# OBJECTIVES

The **Goal** of this active, dynamic program is to share and learn the best venture investing methodologies and practices.

Thanks to engaged participation from professional Corporate, Family Office and Venture Capital investors, the program will also yield an excellent networking opportunity.

## KEY TAKEAWAYS

- Dynamics of venture capital investment
- When to invest, when to exit
- Developing quality VC deal flow
- Deal structure and terms sheets
- Due Diligence
- Valuation of VC Investments
- Investment, capital allocation and exit plans
- Liquidity and return on Investment
- Rewards systems for VCs and entrepreneurs
- Open Innovation
- Corporate Venture Capital Silicon Valley tools and rules
- Crossborder Venture Investment Strategies



## Who should attend?

- Investors and entrepreneurs that wish to learn best global VC and venture development practice
- Corporate executives that manage innovation and corporate venture investing
- Venture capital fund managers
- M&A and Business Development executives
- Early stage venture investors who invest as individuals [Business Angel Investors]
- Family Office investment managers
- Entrepreneurs who are raising capital or planning exit strategies
- Successful entrepreneurs interested in participating as an investor or advisor
- Members of Boards of Directors
- Policy Makers wish to encourage the creation of clusters of innovation in their region
- Service providers: attorneys, accountants, and consultants

# FEATURED FACULTY

**Prof. Jerome Engel**, is a world-renowned expert in venture capital and innovation education. An Adjunct Professor, Emeritus at the University of California, Berkeley, he is the founding executive director of the Lester Center for Entrepreneurship, and the faculty director of the Berkeley Venture Capital Executive programme. With over 20 years' experience as a practising venture capitalist, Professor Engel brings a career of Silicon Valley venture investing experience to the leadership of this program.

Each day will be enriched with guest speakers and panelists, including experienced Venture Capital and Corporate Venture Investors that are active in Europe and around the World. They will represent various investing perspectives including best practices in achieving financial and strategic returns.

## About La Salle Campus Barcelona-URL

La Salle, an institution with more than three hundred years of history, is a founding member of Ramon Llull University, offering specialised university programs in **Architecture, Engineering, Business Management and Animation and VFX**. With a clear international vocation, it's one of 60 Lasallian university centers in 77 countries in the world, more than 1 million students and 10 million Alumni. La Salle is committed to Entrepreneurship through **La Salle Technova Barcelona**, an innovation park and accelerator for technology-based start-ups.

## About La Salle Technova

**La Salle Technova Innovation Park** is one of the Top 10 Accelerators in Europe. In the last 15 years, more than **250 start-ups have received investment from Business Angels, Venture Capital Firms, Corporate, some of which can now be found on the MAB in Madrid and the AIM in London**. La Salle Technova is currently hosting the Presidency (2016-2018) of the IASP - International Association of Science Parks and Areas of Innovation with 400 Parks members in 73 Countries. EIX Technova is a Network of Investors with 50 members that periodically analyses investment deal flow at La Salle Technova.

To learn more, contact us:  
**[executive@salleurl.edu](mailto:executive@salleurl.edu)**

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**[executive-courses.salleurl.edu](http://executive-courses.salleurl.edu)**

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