



The Ready for Equity! AcademyTM

Ready for Equity!

ARE

YOU

READY?



The Ready for Equity! Academy™

Launched in September 2010 the **Ready for Equity! Academy™** is an international provider of training for Business Angels, Entrepreneurs and professionals working in the early stage investment market

The Academy's training programmes are tailored to the participant's level of knowledge and expertise and cover all topics relevant in the informal investment market for the market participants, professionals, operators of Business Angel networks and other actors involved in SME awareness.

The training package for entrepreneurs embraces training modules, case studies and coaching by experts who will work side by side with entrepreneurs to inspire them and give advice on how to draft their business proposition to become investment ready.

Sessions for private investors aim to improve their capacity to become Business Angels and to be ready to invest. The content is based on best practices and experiences from 11 European informal investment markets and encourage interactive learning from the pool of knowledge provided by trainers and participants.

Business modelling, business planning, business pitching for entrepreneurs and **business evaluation** for Business Angels are the core topics of the training programme and are delivered through a hands-on, interactive approach supported by pan-European best practice.

The **Ready for Equity! Academy™** sessions are based on the training package which was developed under the **Ready for Equity!™** programme.

The programme has been tested in 11 European countries with a total of 680 participants.

All training will be delivered by **RfE! Academy™** certified trainers and local experts.

For further information please contact the Ready for Equity!™ team:

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Ready for Equity!™ Training

To facilitate private investment into European high-growth companies, risk identification and mitigation is the key to increase the success rate.

This is relevant to private investment activities in Europe and will support the development of the emerging Business Angel markets in the European Union and world wide.

Ready for Equity!™ Training brings formality and professionalism to the fundraising process by establishing codes of practices among market players as well as by addressing and emphasizing the key success factors such as team management, exit strategy, company presentations, valuation, due diligence processes, co-investment schemes and more.

Providing **RfE!™ Training** broadens the service spectrum of Business Angel networks, enabling them to provide added value to their customers.

The professionalisation of the informal investment market is considered to be both a vehicle for education and therefore risk mitigation among market players, as well as tool to structure and incentivize the activity in emerging Business Angels markets to facilitate their effective development.

Teaching methods of the **RfE! Academy™** include lectures, group exercises, international case studies, role plays and interactive discussions.

Presentations and supporting material for the Business Angel and Entrepreneur modules have been developed by the Winchester Business School , part of the University of Winchester (UK) in collaboration with all **Ready for Equity!™** partners.

Ready for Equity!TM Training

The 15 training sessions for Business Angels and 8 sessions for entrepreneurs offered by the **RfE! AcademyTM** can be delivered as individual modules or as an all embracing training package.

The sessions are built on the Ready for Equity! Resource pack which is available on request and includes:

- **A pan-European curriculum covering training topics for Business Angels**
- **A pan European curriculum to deliver training for entrepreneurs to build their capacity for the fund raising process**
- **A curriculum checklist**
- **Recommendations for the roll out of RfE! TM training**
- **A set of pedagogic guidelines to support the delivery of training sessions**
- **A mapping exercise that provides overview on Business Angel and entrepreneur training activities in Europe**

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Training for Business Angels

Session I – A : Introduction to Angel Investing

Main training objectives :

- Participant's personal evaluation of their potential to become a Business Angel

Main Contents :

- What are the main characteristics of a Business Angel and his/her role in the financial supply chain
- Risks and opportunities associated with Business Angel investing and how BAs invest;
- Other players in the BA landscape: Incubators, Universities, VC firms.

Session I – B : How to become a Business Angel

Main training objectives :

- Development of an understanding of the support structures available for BAs;
- Improving the ability to analyse a business proposal.

Main Contents :

- The process of becoming Business Angel;
- Identification and selection of projects : how to source the best deal flow;
- Support structures and services for BAs : the role of Business Angel Networks
- The syndication process.

Session II : Evaluation and Construction of the Entrepreneurial Team

Main training objectives :

- Evaluating the potential of entrepreneurs;
- Understanding the involvement of the Business Angel in the team.

Main Contents :

- Characteristics of entrepreneurs;
- How to perform a good SWOT analysis;
- The company organisation;
- The relationship between BAs and entrepreneurs and different levels of intervention of Business Angels in the team and in the company.

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Training for Business Angels

Session III – A : First Evaluation and the Selection of the Investment Opportunity

Main training objectives :

- Improve the ability to compare and contrast business proposals.

Main Contents :

- What is a good opportunity? Criteria to evaluate a company;
- Development of a standard due diligence;
- Portfolio management.

Session III – B : Valuation and Pre-Assembly of the Deal

Main training objectives :

- Develop and understanding of valuation methods;
- Development of a skill set of financial tools.

Main Contents :

- The content of a Business Plan and its role;
- Analysis of risk factors such as people, technology and market;
- Valuation methods and financial tools.

Session III – C : The Intellectual Property Rights (IPR)

Main training objectives :

- Basic Knowledge of IP management;
- Learning how to support the IP strategy of a project.

Main Contents :

- Various form of intellectual property;
- How to protect and manage IP;
- IP costs.

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Training for Business Angels

Session IV – A : The Structure of the Deal and the Negotiation Process

Main training objectives :

- How to structure a deal;
- How to prepare a scheduled investment process;
- How to manage a negotiation process.

Main Contents :

- The deal structure;
- Investments criteria and strategic analysis;
- Due diligence check-list;
- Contractual terms and management of the negotiation process.

Session IV – B : Legal Organisation (delivered by a local experts)

Main training objectives :

- To learn to structure a deal and its legal processes;
- To understand the legal framework;
- To understand the various contractual documents.

Main Contents :

- The legal process of structuring deal : negotiations – due diligence – contracts;
- The legal framework;
- Overview of the various contractual documents – NDAs, term sheets, shareholder agreements.

Session V – A : Other Public-Private Sources of Finance

Main training objectives :

- Development of an understanding of co-financing mechanisms.

Main Contents :

- Public sources of finance for companies : grants and loans;
- Seed and Start-Up Funds;
- The Bank's role.

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Training for Business Angels

Session V – B : Taxation of BAs and fiscal regime (Involvement of a local experts)

Main training objectives :

- Understanding of the fiscal environment of BA.

Main Contents :

- Company tax regime;
- Investing personally or through a company vehicle;
- Dividends, capital gains and tax-deductible loss compensation;
- Fiscal incentives.

Session VI : Collaboration with Other Professional Investors

Main training objectives :

- Understanding the advantages of collaborating with VC;
- Understanding the business model of Venture Capitalists;
- Assessment of opportunities for cross-border angel investing.

Main Contents :

- The collaboration with Venture Capital companies;
- Differences of BAs and VCs in taking influence on the company;
- The cross-border Angel investment process.

Session VII : Companies Presentation

Main training objectives :

- Direct contact with entrepreneurs and assessment of investment opportunities;

Main Contents :

- How to evaluate presentations of business plans by entrepreneurs;
- The Elevator Pitch;
- considerations for the Questions and Answers Session.

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Training for Business Angels

Session VIII – A : Coaching of Growth

Main training objectives :

- Understanding the key success factors of growth for BA financed companies.

Main Contents :

- Strategies of growth;
- Contribution of the BA to the company's growth strategy.

Session VIII – B : Management of an Investment

Main training objectives :

- Governance rules;
- Crisis management.

Main Contents :

- Organisation and operation of the Board of Directors;
- The governance rules of operation, function and delegation of power;
- Benefits of a code of conduct;
- How to manage responsibilities.

Session VIII – C : Exit Routes

Main training objectives :

- Understanding the importance of an exit plan;
- Characteristics and preparation of an exit;
- The enterprise value and the selling price.

Main Contents :

- Various forms of exits: trade sale – buy back – MBO and financial sales – IPO – write off;
- Valuation and the selling price: pre money – post money – exit;
- Preparation of the exit and running actions;
- The exit check-list;
- Best practices.

Session VIII – D : Conclusions

- Reflection on the different topics of previous training sessions and discussion of the trainees' evaluation of achievement against their learning objectives if the whole training package was delivered.

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Training for Entrepreneurs

Session I : Introduction

Main training objectives :

- The fundamentals of entrepreneurship;
- Understanding the main characteristics of a Business Angel.

Main Contents :

- What is a BA – Different type of Angels;
- Value of an Angel;
- How do Business Angels invest and where to find them.

Session II : Investment Process

Main training objectives :

- The understanding of the basic processes in equity financing;
- Overview of the different types of investments;
- Understanding of legal key points.

Main Contents :

- Procedure of an investment : due diligence – term sheet, participation agreement;
- Types of investment;
- Legal and tax problems;
- Check-list for due diligence

Session III : Additional Financing

Main training objectives :

- Giving an overview on possible financing sources additionally to BA;
- Ability to analyse their own project regarding financing sources.

Main Contents :

- What is Venture Capital and its structure;
- Types of public money;
- The Bank's role.

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Training for Entrepreneurs

Session IV : Team Building

Main training objectives :

- Ability to combine a successful management team;
- Ability to understand team structures and processes.

Main Contents :

- Basics of team building;
- Risks of incomplete teams in start-ups;
- How to build a team;
- Best practices.

Session V : The Perfect Presentation

Main training objectives :

- Ability to present a project;
- Feedback of experienced partners.

Main Contents :

- Preparation of pitches;
- Pitches of the entrepreneurs;
- Feedback of trainer and the audience.

Session VI : Enterprise Value and Negotiations

Main training objectives :

- Ability to analyse the enterprise value;
- Ability to negotiate successfully with investors.

Main Contents :

- Negotiation strategies;
- Techniques;
- Typical mistakes.

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Training for Entrepreneurs

Session VII – Exit Management

Main training objectives :

- Understanding the objectives of business angels investments;
- Develop the ability to analyse potential exit partners;
- Learn how to prepare an exit.

Main Contents :

- Types of exit routes;
- Exit preparation and controlling;
- Enterprise value;
- Best practices.

Session VIII : Internationalisation of Start-Ups

Main training objectives :

- Understanding the importance of internationalisation;
- Ability to analyse new market opportunities;
- Ability to prepare structures to go international.

Main Contents :

- Determining company's state of readiness to venture into international markets;
- International market research;
- Deciding on international market entry mode;
- Barriers to entry and analysis of competitors.

RfE! Academy™

All **Ready for Equity!**™ sessions are delivered by RfE! Academy™ certified trainers and local experts.

Any training will be charged at a fixed rate of 1500 € per trainer per day excluding travel and subsistence costs.

Our trainers can deliver up to three sessions per day, depending on the duration of each session, the participant's level of experience and the size of the group of delegates.

To find out more and arrange your bespoke **Ready for Equity!**™ training session please contact the Ready for Equity!™ team:

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