Course Title: Early Stage Investing for Investors
Course Code: WSP 42
Instructor: SC Moatti

Course Summary:
Running a business is very different than investing in one. So how do you make money from investing in early-stage startups? What sets successful Silicon Valley investors apart? Should you pick your own investments, or rely on a professional? How do you increase the probability that your early-stage investments generate outsize returns?

Students will learn to source quality deal flow, ask the right questions before making an investment, support portfolio companies through the lifecycle, and enable highly-profitable liquidity events. In addition to the critical pre-investment topics of deal flow, due diligence and negotiation, this class will cover post-investment topics including governance, fundraising and exit. They will also learn to recognize different segments of investors and their sometimes-conflicting interests.

The course combines lectures and guest speakers. Beginning and experienced investors (please, no entrepreneurs) are invited to enroll.

Instructor: SC Moatti, Managing Partner, Mighty Capital
SC Moatti is the Founding Managing Partner of Mighty Capital; the Founding CEO of Products That Count, the most influential product acceleration platform; and a lecturer at Stanford and Columbia Universities. Prior, SC built products that billions of people use at Facebook and Nokia. Andrew Chen, General Partner at Andreessen Horowitz, called SC “a genius at making products people love.” SC serves on the boards of public and private companies, earned a master’s in electrical engineering, a Stanford MBA, and is a Kauffman Fellow. For more information, visit Mighty.Capital.

Note: guest speaker appearances are contingent and subject to possible change.
*Please see course page for full description and additional details.*

Grade Options and Requirements:
Due to its short format, this workshop may not be taken for Credit or a Letter Grade. If you require proof of participation, your instructor will have Certificates of Attendance available. Please see the instructor at the end of the class. The Continuing Studies office does not issue these certificates after the workshop.
Tentative Outline:

Prior to class: Assignment:
- Connect with me on LinkedIn: www.linkedin.com/in/scmoatti
- Email me the reason you’re taking the class and the highlights of your early stage investment approach

9-11am PST: Topic covered:
- Introductions/Logistics/Course Plan
- Deal flow, i.e. how to get access to quality deals
- Discussion with guest speaker (tentative): Jake Ellowitz, Partner, Tribe Capital

11.15am-12.30n PST: Topic covered:
- Due diligence, i.e. how to evaluate deals
- Negotiation, i.e. which terms matter and why
- Discussion with guest speaker (tentative): Dan Hansen, Partner, M&H

12.45-2pm PST: Topic covered:
- Exit, i.e. the difference between success and failure
- Discussion with guest speaker (tentative): Brian Andersen, Managing Partner, Luma Partners

2.15-3pm PST: Topic covered:
- Allocation, i.e. managing your dry powder
- Wrap up