



Course Title: How to Sell a Thriving Business
Course Code: BUS136
Instructor: SC Moatti

Course Summary:

Selling a thriving business is a challenging exercise unlike building or running one. How do you know the difference between a good company exit and a great one? Should you fundraise and keep growing the business, or take advantage of the payout when it's offered? If you sell, will you drive the process yourself, lean on your board, or enlist professionals who specialize in mergers and acquisitions?

Working together with the instructor through case studies and frameworks derived from real-world examples of acquisitions—from the high-flyer strategic ones to the financial rollups typically conducted by private equity firms to the small “acqui-hires” that give teams a soft landing—students in this course will explore how to plan an exit strategy for any business, beginning from the point of its inception. You will learn to generate early interest from strategic partners, navigate a demanding due diligence process, negotiate strong outcomes, and evaluate your prospects for staying or leaving post-merger. You will also learn how to effectively invoke your company boards, counsel, and bankers.

This course is designed for both beginning and experienced entrepreneurs, and the format will include lectures, visits from experienced guest speakers, engaging discussion, and collaborative learning. Students will be encouraged to share their own experiences to supplement the case studies.

Instructor: SC Moatti, Managing Partner, Mighty Capital

SC Moatti is the Founding Managing Partner of Mighty Capital, a Silicon Valley firm; serves as President on the board of Products That Count, a global platform that engages >20% of all product managers (300,000+ strong); and lectures at the executive programs of 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 and member of YPO.

Note: guest speaker appearances are contingent and subject to possible change.

**Please see course page for full description and additional details.*

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650

Grade Options and Requirements:

- No Grade Requested (NGR)
 - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
 - Score will be determined by student participation.

**Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Tentative Weekly Outline:

Session 1:

- Topics covered
 - What you are selling VS. What they are buying
 - Discussion with guest speaker
- Guest speaker (tentative): Dan Hansen, Partner, M&H
- Class assignment
 - Connect with me on LinkedIn: www.linkedin.com/in/scmoatti

Session 2:

- Topic covered
 - Synergistic exits
 - Discussion with guest speakers
- Guest speakers (tentative): Touraj Parang, serial founder & fmr-VP Corporate Development, GoDaddy; Jeremiah Grossman, serial founder & fmr-CEO, BitDiscovery

Session 3:

- Topics covered
 - Strategic exits
 - Discussion with guest speakers
- Guest speakers (tentative): Sami Inkinen, serial founder & fmr-COO Trulia; Ryan Gembala, Managing Partner, Pathbreaker & fmr-Corporate Development, Meta

Session 4:

- Topic covered
 - Life post-acquisition
 - Discussion with guest speakers
- Guest speakers (tentative): Gene Todd, EVP & Head of Markets, Fiduciary Trust; Scott Swanson, Serial founder & fmr-CEO Aki Technologies