



Course Title: Funding a New Enterprise - Learn from Experienced Silicon Valley Practitioners

Course Code: BUS 28

Instructor: James A. Terranova

Class Sessions and Recording

Location: On-campus (details will be shared with registered students prior to first class meeting)

Meeting days and time: Wednesdays, 6:30 - 9:00 PM PT

Class sessions will NOT be recorded

Course Features

BUS 28 is designed to be very interactive, including lectures, discussions, Q&A with the instructor and several guest speakers.

Text-like information is shared with students via email each week before class sessions, along with relevant current media posts. Students are encouraged to read these to gain a basic understanding of the concepts that are, in turn, presented by “real world” practitioners as guest speakers in class. There are no formal assignments, and those students requesting a letter grade will create and present a “pitch deck” for their startup enterprise.

The instructor welcomes individual student conferences before class as requested.

Learning Objectives

BUS 28 focuses on all aspects of financing the startup/early-stage company from the perspective of both the enterprise and the investors. Paying particular attention to the motivations of the company and the financiers, students will be provided with a balanced technical and historical perspective of the role and methodology of venture capital and angel investing.

Grade Options and Requirements

- NGR (No Grade)
 - This is the default option. No work will be required; no credit shall be received; no proof of attendance need be provided.
- Credit / No Credit
 - Students must attend at least 75% (6 of 8) class sessions.
- Letter Grade
 - Grade is based on creation of “pitch deck” and presentation.

Tentative Weekly Outline

Week 1: June 28

Introductions and course overview, including investment risk/return concepts and macroeconomic environments in the public and private equity marketplaces

Week 2: July 5

Overview of the private investing landscape - the investors, their motivations, structures, processes, and language; incubators, accelerators, angel investors - who they are, their motivations and goals

Guest speaker: Jonathan Wu, *Sand Hill Angels*

Week 3: July 12

Venture capital industry overview, history and current trends / planning to raise funding / preparing the perfect presentation, business plan

Guest speaker: Ron Weissman - *Band of Angels*

Week 4: July 19

Venture capital fund structure, motivations and goals of venture investors

Guest speaker: Rich Simoni - *Asset Management Ventures*

Week 5: July 26

Term sheet analysis of early stage financing - convertible notes, Series Seed and Series A equity rounds / valuation negotiation

Week 6: August 2

Legal organization of the startup enterprise for optimum funding, valuation

Guest speaker: Brian Appel - *Wilson Sonsini Goodrich & Rosati*

Week 7: August 9

Subsequent equity financing rounds / merger/acquisition, initial public offering basics

Guest speaker: Michael Coke, Partner - *Wilson Sonsini Goodrich & Rosati*

Week 8: August 16

Comprehensive course review, investor presentations

Recommended Readings/Books

“Venture Deals: Be Smarter than Your Lawyer and Venture Capitalist”

Brad Feld / Jason Mendelson

“The Entrepreneurial Bible to Venture Capital: Inside Secrets from the Leaders in the Startup Game”

Andrew Romans

“Venture Capitalists at Work: How VCs Identify and Build Billion Dollar Businesses”
Tarang Shah

“Straight Talk for Startups - 100 Insider Rules for Beating the Odds”
Randy Komisar / Jantoon Reigersman

“Secrets of Sand Hill Road: Venture Capital and How to Get It”
Scott Kupor / Andreessen Horowitz

“The Power Law: Venture Capital and the Making of the New Future”
Sebastian Mallaby

“Getting to Wow! Silicon Valley Pitch Secrets for Entrepreneurs”
Bill Reichert / Garage Technology Ventures/Pegasus Tech Ventures

“Angel Financing for Entrepreneurs”
Susan Preston

“Term Sheets and Valuations - A Line by Line Look at the Intricacies of Term Sheets and Valuations”
Alex Wilmerding

“Deal Terms - The Finer Points of Venture Capital Deal Structures, Valuations, Term Sheets, Stock Options and Getting VC Deals Done”
Alex Wilmerding

“The Entrepreneur’s Guide to Business Law”
Constance Bagley / Craig Dauchy

“Venture Capital Due Diligence: A Guide to Making Smart Investment Choices and Increasing Your Portfolio Returns”
Justin Camp

“The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything”
Guy Kawasaki

“The Hard Thing About Hard Things: Building a Business When There are No Easy Answers”
Ben Horowitz

“Zero to One”
Peter Thiel

PRELIMINARY COURSE SYLLABUS