Title: Funding a New Enterprise  
Code: BUS 28 / Spring 2016  
Instructor: James A. Terranova

Course Summary:
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.

Course Schedule:
Week 1: March 29  
Introductions / overview of investment risk/return concepts in the public and private equity marketplaces

Week 2: April 5  
Incubators, accelerators, angel investors / who they are, their motivations and goals

Guest speaker:
Don Ross – HealthTech Capital, Sand Hill Angels, Life Science Angels

Week 3: April 12 (No class next week)  
Venture capital industry overview, history and current trends / fund structure, motivations and goals

Guest speaker:
Frank Caufield, Darwin Ventures

Week 4: April 26  
Planning to raise funding / preparing the perfect presentation, business plan

Guest speaker: Ron Weissman, Band of Angels

Week 5: May 3  
Legal organization of the startup enterprise for optimum funding, valuation

Guest speaker:
Yokum Taku, Wilson Sonsini Goodrich & Rosati

Week 6: May 10 (No class next week)
Term sheet analysis of early stage financing – convertible notes, Series Seed and Series A equity rounds / valuation negotiation

Week 7: May 24
Subsequent equity financing rounds / merger/acquisition, initial public offering basics

Guest speaker: Tony Jeffries, Wilson Sonsini Goodrich & Rosati

Week 8: May 31
Comprehensive course review, investor presentations

**Selected Readings:**

“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*

*Guy Kawasaki*

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

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

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

“Zero to One”
*Peter Thiel*

“Secrets of Silicon Valley: What Everyone Else Can learn from the Innovation Capital of the World”
*Deborah Perry Piscione*

**Other Select Information:**
Founder Institute: Daily Newsletter
A16z Weekly Newsletter (Andreessen Horowitz)
YCombinator Startup Library
Paul Graham (YC) Essays
Stanford University Online Lectures
YouTube: “Stanford Entrepreneur” Videos
“Something Ventured: Risk, Reward and the Original Venture Capitalists” (Documentary Film)