

**Summary**

Sit back, take a deep breath, and get ready for the ride. Just like entrepreneurship in the real work, expect the unexpected. At the same time, RELAX! Over the course of the semester we are going to learn the tools and techniques of Entrepreneurial Finance that will arm you to succeed whether you want to start your own business or join an organization that invests in other businesses. Notice that while the word “Finance” is the title of this course, it is an Entrepreneurship course. We will learn that financing a business is as much (if not more) about strategy than it is about traditional finance.

That said, we will use the first half of the class to build a toolkit of finance tools (and as we will be playing with numbers, this part will end with a midterm exam, RELAX, this is really just to test to make sure we’re all on the same page as we move into the fun part). The second half of the class will look at the strategy behind securing financing for a business. How do we ask for money and how do we make sure we are getting the best deal possible for business and ourselves (given that the investors are trying to the same for themselves)?

All along we will be looking at REAL WORLD cases. We’ll jump right in with a pre .com bubble burst (a strange time in the history of Entrepreneurial Finance when Venture Capitalist, the best of whom tend to be wrong around 95% of the time, became Rock Stars) case. This will lead us into our discussion of how to determine valuation and how to back-up our determination. Next, we’ll look at the business plan for a fitness club franchise and this will lead us into our discussion of sources of funding (everything from VCs to mom and dad, bank loans to the exciting new world of Crowd Funding).

After our midterm we’ll jump into the real fun. We’ll learn how to craft the perfect funding pitch by tearing apart pitch decks and pitches from companies like Airbnb, CafePress, FourSquare, Reddit, Loopt, Dropbox, and Apple (because no Entrepreneurship class is complete without a video of Steve Jobs). Then we’ll look at what happens when investors want to invest in you and how you and your investors exit from the investment/company.

Our class will come to an end with 4 AMAZING pitches from our teams. This will be the culmination of an entire semester’s worth of work and most important, it will be a TON OF FUN. Finally, if that wasn’t enough, you will get an offer to invest in your company based on your pitch. After handing in a fantastic paper analyzing the pros and cons of the offer you will learn one of the harshest lessons in entrepreneurship, in the end (even with a term sheet), most endeavors don’t actually get financing ☺