

Postgraduate Certificate Funding Strategies for Startups





Postgraduate Certificate Funding Strategies for Startups

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/funding-strategies-startups

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01

Introduction to the Program

Access to funding is one of the biggest challenges for startups, especially in their early stages of development. In this regard, various studies have shown that choosing the right funding strategy can determine the success or failure of these institutions. It is therefore essential that experts have a solid understanding of the different sources of funding available, their advantages and limitations, as well as the criteria that investors and financial institutions consider when assessing emerging projects. In this scenario, TECH presents an exclusive university program focused on Funding Strategies for the most innovative Startups. And all in a convenient 100% online format!



A close-up photograph of a person's hand and forearm, wearing a silver-toned watch. Overlaid on the image is a glowing blue network diagram with several nodes connected by lines, suggesting a digital or technological theme. The background is split into dark blue and white geometric sections.

“

Through this completely online Postgraduate Certificate, you will master the main investment mechanisms for Startups and create solid financial plans that guarantee their growth”

Adequate financing is a determining factor in the trajectory of Startups, from their conception to their consolidation in the market. In a highly competitive and dynamic ecosystem, entrepreneurs must know and apply financing strategies that allow them not only to obtain capital but also to maximize the viability and scalability of their business model. Only then will professionals be able to structure solid financial plans and optimize capital management to ensure the success of their companies.

With the aim of facilitating this task, TECH has created a revolutionary Postgraduate Certificate in Funding Strategies for Startups. The educational program will delve into initial methods such as bootstrapping and FFF funds, as well as advanced alternatives such as venture capital and private equity. The syllabus will also cover attracting investment through business angels and crowdfunding, as well as bank financing and the different stages of financial growth. Negotiation techniques with investors and company valuation methods will also be analyzed. In this way, students will be able to structure solid financial plans, minimize risks, and optimize the scalability of their business projects.

In terms of the university degree methodology, TECH provides a completely online environment that gives students the freedom to plan their schedules and pace of study. It also uses its disruptive Relearning system, which consists of repeating key concepts to reinforce knowledge and facilitate learning. All experts will need is a device with internet access to log into the virtual platform and enjoy an academic experience that will take their professional practice to the next level. In addition, they will enjoy a variety of multimedia support tools such as explanatory videos, specialized readings, and interactive summaries.

This **Postgraduate Certificate in Funding Strategies for Startups** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Funding Strategies for Startups
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



You will stand out for your solid understanding of the rules and regulations associated with Startup Funding”

“

You will gain skills in negotiating with investors and other financial entities, significantly optimizing access to capital”

Its teaching staff includes professionals from the field of Funding Strategies for Startups, who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

TECH's groundbreaking Relearning methodology will allow you to organize your own schedule and pace of study.

You will delve into the use of sophisticated Startup assessment tools, understanding the factors that influence their valuation and growth.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it relies on an enormous faculty of more than 6,000 professors of the highest international renown.



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*Study at the world's largest online university
and guarantee your professional success.
The future starts at TECH”*

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

Forbes

The best online university in the world

The most complete
syllabus

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

TOP
international faculty



The most effective methodology

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

World's No.1

The World's largest online university

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



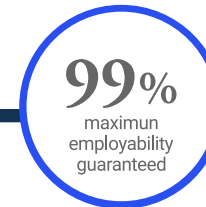
Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

The contents of this Postgraduate Certificate have been designed to provide entrepreneurs with in-depth knowledge of the various Funding Strategies for Startups. From analyzing investment sources such as business angels, venture capital, and crowdfunding, to planning a solid financial plan, the program covers key aspects such as Startup valuation, funding stages, and negotiation strategies with investors. Thanks to this approach, students will be able to design effective investment attraction strategies, optimize the viability of their projects, and manage financial risks with expert judgment.



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You will master the main investment mechanisms, including venture capital, crowdfunding, and grants”

Module 1. Funding Strategies for Startups

- 1.1. Private Funding for Startups
 - 1.1.1. Private Funding for Startups. Key Aspects
 - 1.1.2. Funding Context in Startups: Needs and Challenges
 - 1.1.3. Differences between Traditional Funding and Startup Funding
- 1.2. Sources of Initial Funding for Startups: Bootstrapping and FFF (Friends, Family & Fools)
 - 1.2.1. Bootstrapping and FFF (Friends, Family & Fools)
 - 1.2.2. Advantages and Disadvantages of Self-Funding (Bootstrapping)
 - 1.2.3. Friends, Family & Fools (FFF): Risks and Opportunities
- 1.3. Business Angels and Their Role in Startups
 - 1.3.1. Role of Business Angels in the Initial Phase of a Startup
 - 1.3.2. Profile of Angel Investors: What They Look for in a Startup
 - 1.3.2. How to Attract and Negotiate with Business Angels
- 1.4. Venture Capital and Private Equity in Startups
 - 1.4.1. Venture Capital and Private Equity in Startups
 - 1.4.2. Venture Capital Funds: Structure and Investment Processes
 - 1.4.2. Private Equity in Startups: When is it a Viable Option
- 1.5. Crowdfunding as an Alternative Funding Option for Startups
 - 1.5.1. Crowdfunding: An Alternative to Funding
 - 1.5.2. Types of Crowdfunding: Equity, Reward-Based, and Peer-to-Peer
 - 1.5.2. Most Commonly Used Platforms and Strategies for Success
- 1.6. Bank Funding and Loans for Startups
 - 1.6.1. Bank Funding and Loans for Startups. Key Aspects
 - 1.6.2. Credit Lines and Loans for Entrepreneurs
 - 1.6.3. Guarantees and Sureties: How to Improve Bank Funding
- 1.7. Stages of Funding in Startups: From Pre-Seed to IPO
 - 1.7.1. Pre-Seed and Seed: First Steps in Funding
 - 1.7.2. Series A, B, C, and Beyond: Growth and Scalability
 - 1.7.3. Going Public as a Funding Strategy



- 1.8. Negotiation Strategies with Investors in Startups
 - 1.8.1. Negotiation Strategies with Investors. The Art of Negotiation
 - 1.8.2. Planning an Effective Financial Pitch
 - 1.8.2. Keys to Negotiating Investment Terms
- 1.9. Startup Valuation and Financial Metrics
 - 1.9.1. Startup Valuation and Financial Metrics: Types
 - 1.9.2. Valuation Methods: DCF, Multiples, and Comparables
 - 1.9.2. Key Indicators for Attracting Investors
- 1.10. Developing a Solid Financial Plan for Your Startup
 - 1.10.1. Planning a Financial Plan
 - 1.10.2. Structure and Components of a Financial Plan
 - 1.10.3. Common Mistakes in Startup Financial Planning

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You will assess the financial viability of a startup by analyzing business models, key metrics, and financial planning”

04

Teaching Objectives

This TECH program will provide entrepreneurs with the keys to accessing and managing sources of funding for Startups. In line with this, graduates will develop advanced skills to structure investment proposals, assess risks, and design effective strategies that drive both the growth and sustainability of their projects. In this way, students will be prepared to identify innovative Funding opportunities, apply appropriate valuation models, and efficiently manage the capital obtained.





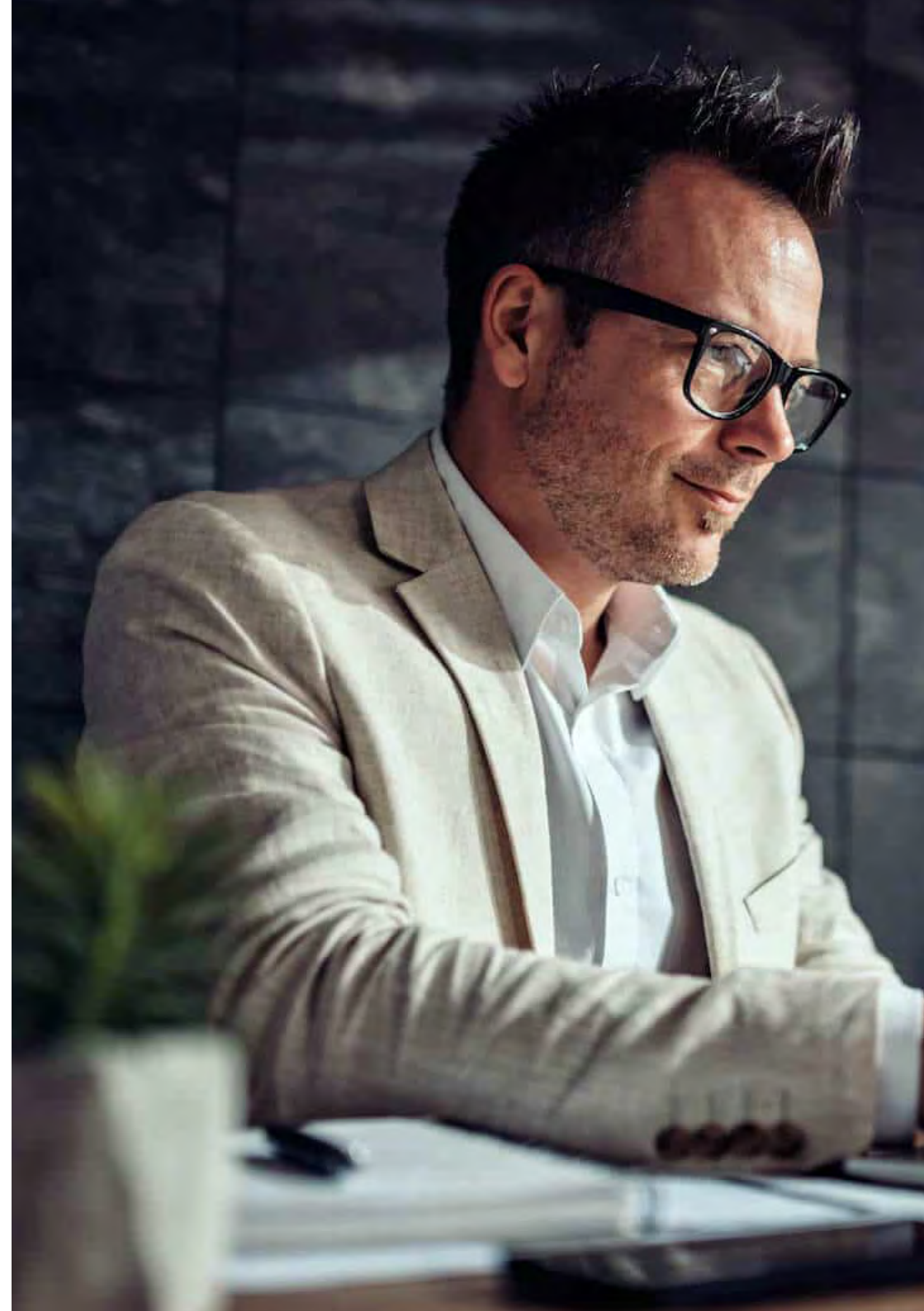
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You will design advanced investment attraction techniques, structuring attractive proposals for potential investors”



General Objectives

- Analyze the characteristics and differences between Startups and traditional companies
- Delve into the different financing strategies available to startups in their various stages of development, understanding their characteristics, advantages, and challenges
- Examine the fundamental differences between business angels and venture capital as sources of financing for Startups
- Master the structure and fundamental characteristics of the search fund model
- Develop strategies for effective project presentation
- Learn about the legal tools that allow for a balance of shareholder control between founders and investors
- Explore the relevance of the appropriate legal structure for the successful development of a Startup
- Identify the key elements of a successful IPO
- Manage strategies to maximize the value of a startup
- Identify the advantages and risks of ICOs and STOs
- Use useful tools to help you build lasting relationships with investors





Specific Objectives

- ♦ Define the characteristics that differentiate a Startup from a conventional company
- ♦ Examine the role of accelerators, incubators, and venture builders in the development of Startups
- ♦ Compile examples of successful technology-driven Startups
- ♦ Generate collaboration strategies with actors in the entrepreneurial ecosystem



You will achieve your goals with the support of TECH's multimedia resources, including explanatory videos and interactive summaries"

05 Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*





The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

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TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

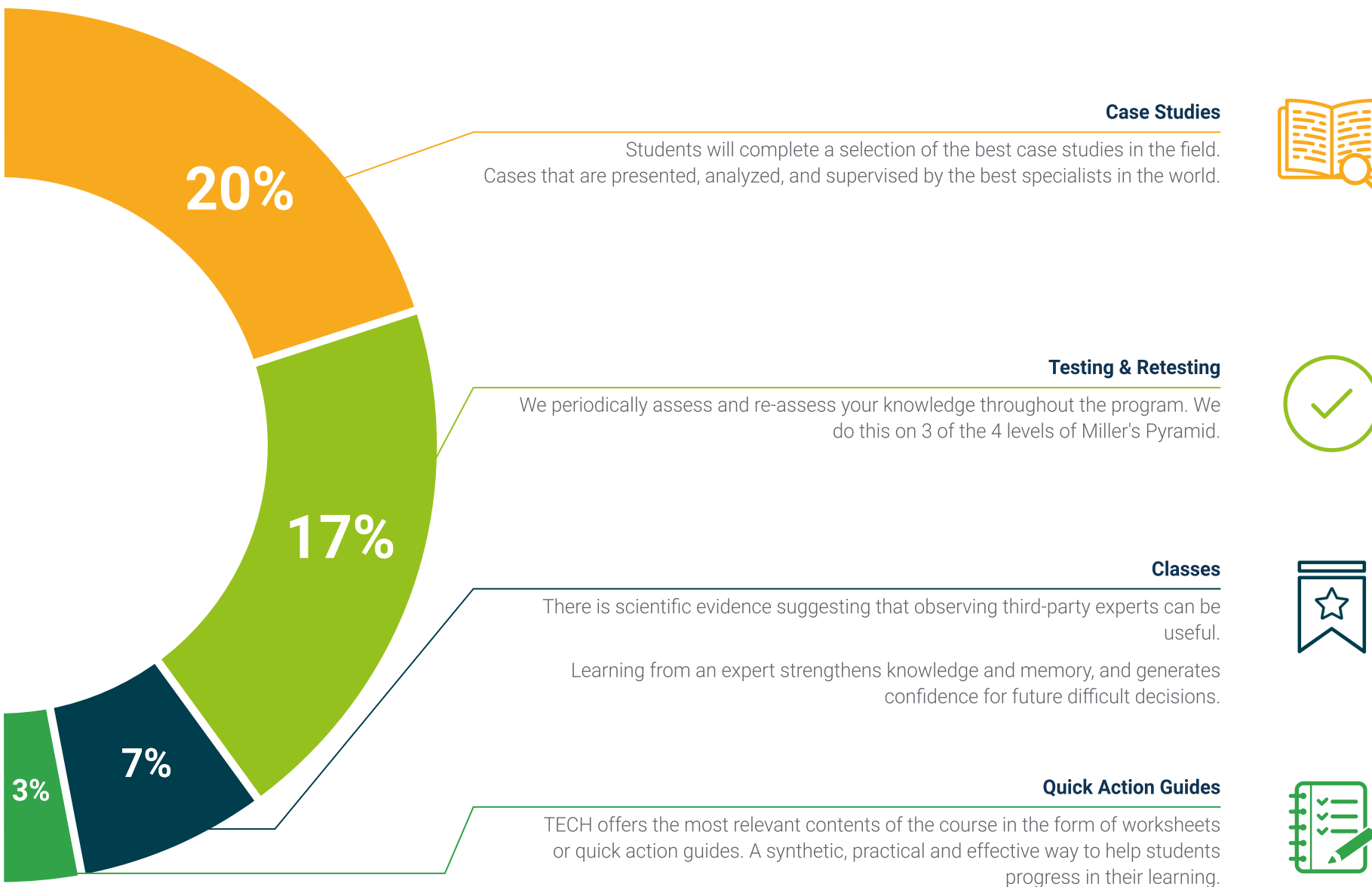
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





06

Teaching Staff

In its commitment to offering the most comprehensive and up-to-date university programs in the academic field, TECH carries out a thorough process to select its teaching staff. Thanks to this, this Postgraduate Certificate features the participation of true leaders in Funding Strategies for Startups. They have developed a wide range of teaching materials that stand out for their high quality and for taking into account the needs of today's job market. Students will enjoy an immersive experience that will allow them to significantly increase their job prospects.



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*You will have the support of a teaching team
made up of distinguished professionals in
Funding Strategies for Startups”*

Management



Ms. Segura García, Paula

- ♦ M&A Legal at Crowe Legal and Tax
- ♦ Master's Degree in Business Law from Esade Ramón Llull University
- ♦ Bachelor's Degree in Law from Esade Ramón Llull University

Professors

Mr. Alegre Zalve, Joaquín

- ♦ Partner in charge of Banking & Finance at Crowe Legal y Tributario
- ♦ Director of Banking & Finance at Andersen
- ♦ Senior Manager of Banking and Financial Regulation at PwC
- ♦ Lawyer at Cuatrecasas
- ♦ Legal Specialist at Credit Suisse
- ♦ Master's Degree in Business Valuation and Accounting from Pompeu Fabra University
- ♦ Law Degree from the University of Valencia

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Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”

07 Certificate

This Postgraduate Certificate in Funding Strategies for Startups guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.





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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Funding Strategies for Startups** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Funding Strategies for Startups**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Funding Strategies for Startups

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Funding Strategies for Startups

