

Postgraduate Certificate Investor Negotiation Workshop for Startups



Postgraduate Certificate Investor Negotiation Workshop 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/investor-negotiation-workshop-startups

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01

Introduction to the Program

Negotiating with investors is a critical process for Startups, as it determines their access to the capital necessary for growth and success. However, entrepreneurs often lack the skills needed to structure agreements that are beneficial to both them and their investors. Given this, professionals need to have a solid understanding of the most innovative techniques to facilitate connections with investors and the structuring of agreements. In this scenario, TECH has developed a revolutionary university program in Investor Negotiation Workshop for Startups. It is also based on a convenient 100% online format.





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Thanks to this completely online Postgraduate Certificate, you will master the most innovative techniques for optimizing negotiations with investors and securing access to key financing for the growth of Startups”

In the competitive world of Startups, negotiations with investors can determine the future of a venture. That's why startup founders must be able to present their ideas convincingly, structure agreements that benefit both parties, and handle the complexities of investments. Only then can experts ensure that their projects obtain the capital necessary to scale effectively and contribute to the sustainable growth of their businesses.

To facilitate this task, TECH has created an exclusive Postgraduate Certificate in Investor Negotiation Workshop for Startups. Designed by leading experts in the field, the academic program will delve into the documentation needed to carry out investment rounds for Startups. At the same time, the syllabus will explore the latest techniques for preparing effective Startup project presentations. In this regard, the teaching materials will provide students with the most sophisticated tools to negotiate favorable terms for their institutions. As a result, graduates will be able to structure solid investment agreements, optimize funding opportunities, and establish strategic relationships with key investors.

On the other hand, to reinforce mastery of this content, TECH uses its disruptive Relearning system. This method promotes the assimilation of complex concepts through their natural and progressive repetition. Similarly, the university program draws on resources in various formats, such as explanatory videos, specialized readings, and interactive summaries. All of this is offered in a convenient 100% online format, allowing each expert to adjust their schedule to their responsibilities. Therefore, all professionals need is an electronic device with an Internet connection to access the Virtual Campus.

This **Postgraduate Certificate in Investor Negotiation Workshop 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 Investor Negotiation Workshop 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 gain advanced
Investor Negotiation skills,
including clear and persuasive
communication strategies”*

“

The disruptive Relearning system used by TECH will enable you to learn progressively and independently. At your own pace!”

Its teaching staff includes professionals from the field of Investor Negotiation Workshops 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.

You will develop the ability to create clear and attractive investment proposals, from the pitch to the business plan.

You will understand how to manage investor expectations and ensure success in negotiations.



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

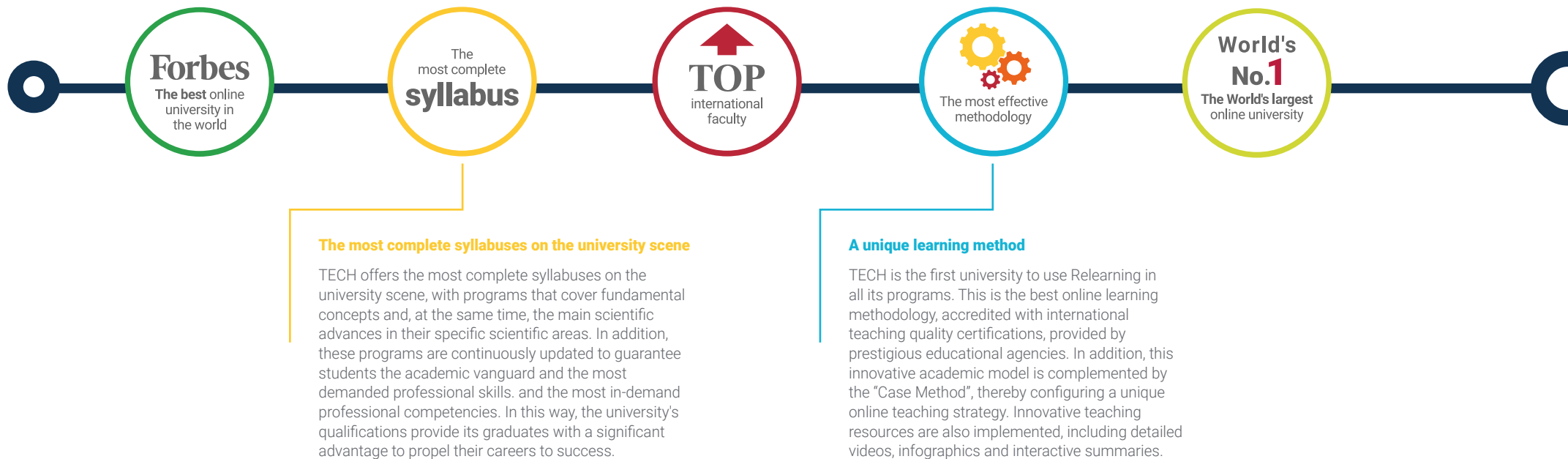
The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer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

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.

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.



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.

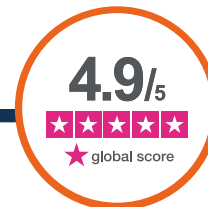
Leaders in employability

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.



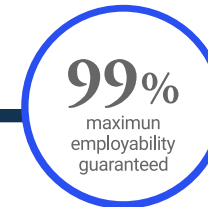
Google Premier Partner

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 teaching materials that make up this Postgraduate Certificate have been designed by renowned specialists in Investor Negotiation Workshops for Startups. The syllabus will cover topics ranging from identifying key financial partners and their investment theses to the key skills needed to negotiate effectively with them. The teaching materials will also delve into choosing the right investor, preparing documents for investment rounds, and negotiating partnership agreements. This will enable students to effectively manage investor relations and structure successful investment rounds.





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You will delve into the most sophisticated communication techniques to promote mutual understanding between founders and investors”

Module 1. Investor Negotiation Workshop for Startups

- 1.1. Investors in the Entrepreneurial Ecosystem for Startups
 - 1.1.1. Types of Main Investors
 - 1.1.2. Investment Thesis and Returns
 - 1.1.3. Momentum
- 1.2. Key Skills for Negotiating with Investors for Startups
 - 1.2.1. Clear and Persuasive Communication
 - 1.2.2. Emphasis on Key Ideas
 - 1.2.3. Negotiation Skills and Flexibility
 - 1.2.4. In-Depth Knowledge of the Business and Market
- 1.3. Choosing an Investor for Your Startup: How to Approach Your Target Investors
 - 1.3.1. Choosing the Right Investor
 - 1.3.2. Contacting your Target Investor
 - 1.3.3. Follow-up and Next Meetings
- 1.4. Document Set for a Startup Investment Round
 - 1.4.1. Business Plan
 - 1.4.2. Pitch Deck
 - 1.4.3. One Pager
- 1.5. Preparing an Effective Presentation for Your Startup (I). Structure
 - 1.5.1. Clear and Orderly Structure
 - 1.5.2. Value Proposition and Mission
 - 1.5.3. Market and Competition
- 1.6. Preparing an Effective Presentation for Your Startup (II). Business Model
 - 1.6.1. Business Model and Traction
 - 1.6.2. Equipment
 - 1.6.3. Momentum
- 1.7. Investment Rounds for Your Startup
 - 1.7.1. Types of Investment Rounds
 - 1.7.2. Primary or Secondary Investment
 - 1.7.3. Pre-Money and Post-Money Valuation
 - 1.7.4. Stock Plans for Employees and Executives



- 1.8. Examples and Real Cases of Investment in a Startup
 - 1.8.1. Presentation of the Case
 - 1.8.2. Initial Scenario
 - 1.8.3. Final Scenario After the Investment Round
- 1.9. Negotiating a Startup's Shareholder Agreement with Investors: SHA
 - 1.9.1. Why It Is Key to Negotiate a Good SHA
 - 1.9.2. Standard Clauses to Negotiate
 - 1.9.3. Market Standards
- 1.10. Managing Expectations in the Event of a Startup Exit
 - 1.10.1. Establish Clear Expectations from the Outset
 - 1.10.2. Different Options in the Event of a Founder Exit
 - 1.10.3. Important Agreements in Exit Negotiations

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You will use cutting-edge techniques to maximize investor interest and showcase the strengths of projects”

04

Teaching Objectives

Through this Postgraduate Certificate in Investor Negotiation Workshop for Startups, experts will acquire advanced skills to negotiate effectively with investors. In line with this, students will be able to structure investment agreements, identify key terms such as business valuation, and manage communication with financial partners. In turn, graduates will acquire skills to overcome common challenges in negotiation and make strategic decisions that favor the growth of Startups.



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You will develop skills to structure agreements that benefit both Startups and investors, optimizing financing conditions”



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 funding 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

- ♦ Explain the importance of building strong relationships with investors
- ♦ Define the different documents that must be prepared and identify key aspects to ensure an effective presentation

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You will enjoy an enjoyable and effective learning experience through the teaching formats offered by this university program, such as 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.

“*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.

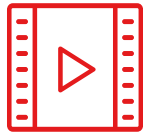
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

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

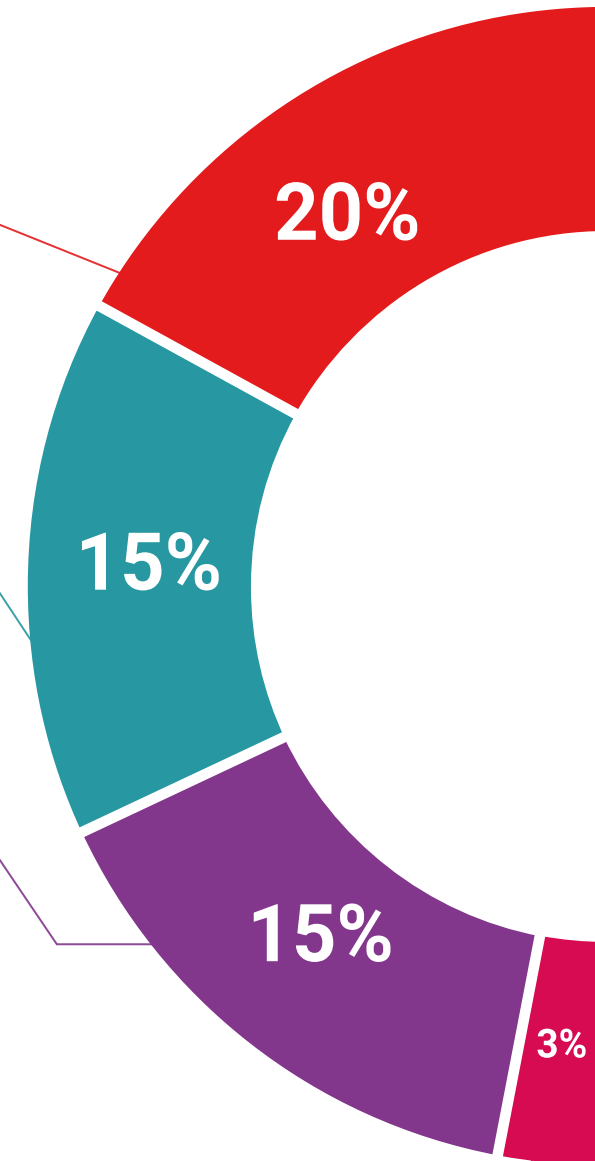
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

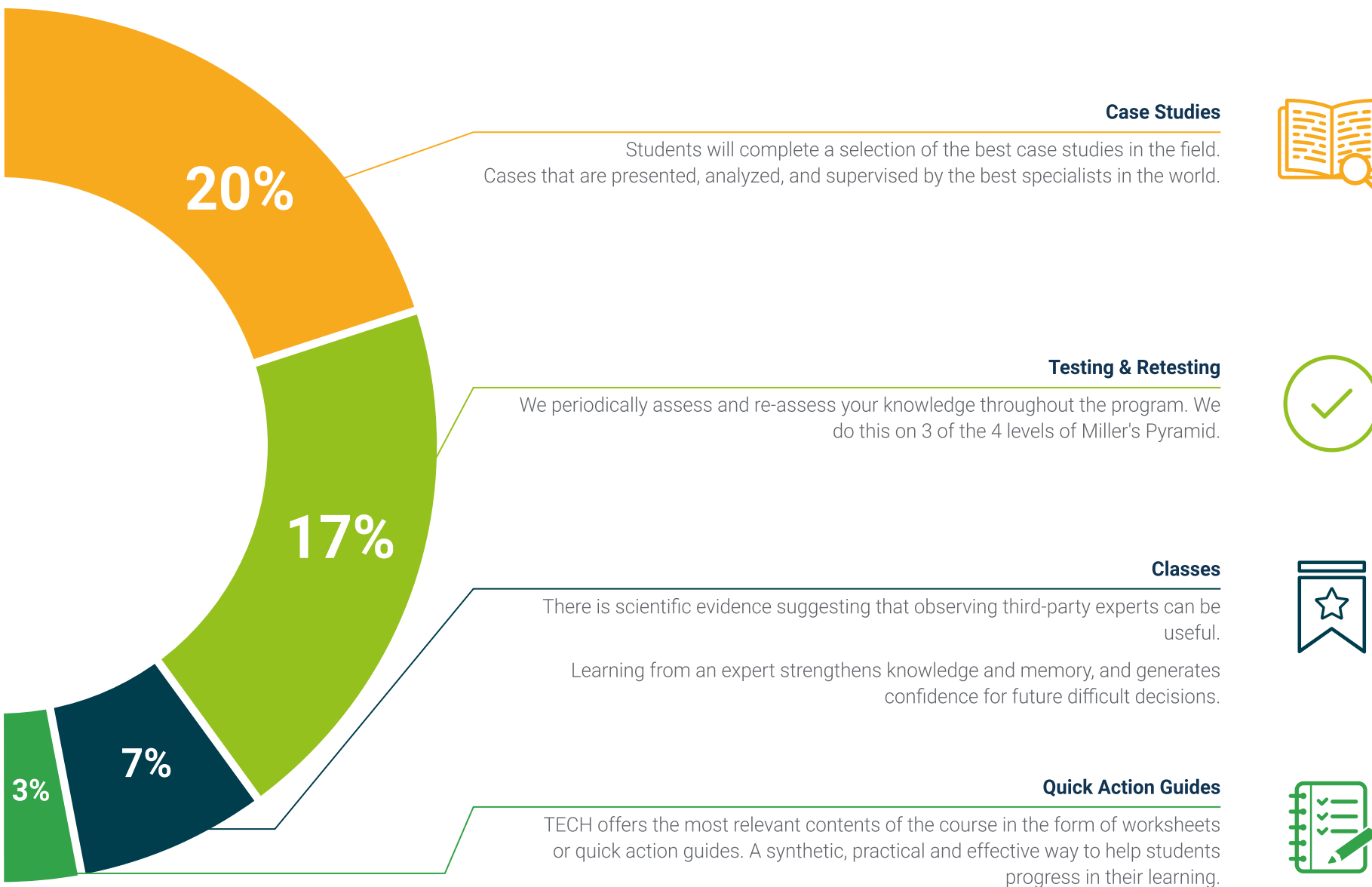
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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

TECH's fundamental premise is based on offering the most comprehensive and up-to-date university programs on the educational market. For this reason, it carries out a meticulous process to select its teaching staff. As a result, this Postgraduate Certificate brings together the most prominent specialists in Investor Negotiation for Startups. They have developed a variety of educational content that stands out for its high quality and relevance to the demands of today's job market. Students will enjoy an immersive experience that will significantly enhance their career prospects.



“

The leading specialists in Investor Negotiation Workshop for Startups have come together in this university program to teach you the latest trends in this field”

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. Adrién Calduch, Enrique

- ♦ Founder of Cüimo
- ♦ Commercial Lawyer at Cuatrecasas
- ♦ Master's Degree in International Commercial Law from the IE Business School
- ♦ Bachelor's Degree in Law, Administration, and Business Management from the University of Valencia



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 Investor Negotiation Workshop 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 Investor Negotiation Workshop 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 Investor Negotiation Workshop for Startups**

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Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate

Investor Negotiation

Workshop for Startups

- » Modality: online
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- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
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Postgraduate Certificate Investor Negotiation Workshop for Startups