

# Postgraduate Certificate Alternative Funding Models for Startups





## Postgraduate Certificate Alternative Funding Models 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/alternative-funding-models-startups](http://www.techtitude.com/us/school-of-business/postgraduate-certificate/alternative-funding-models-startups)

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01

# Introduction to the Program

In recent years, Startups have transformed the global economy through their capacity for disruptive innovation. However, despite their potential, many of these companies face significant barriers to accessing traditional funding, especially in their early stages. Faced with this limitation, Alternative Negotiation Models are emerging as a viable solution. For example, options such as crowdfunding or token issuance offer companies the opportunity to raise significant capital. In this context, TECH presents an innovative university program focused on Alternative Funding Models for Startups. The program is delivered completely online, adapted to the schedule of busy professionals.



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*Through this 100% online Postgraduate Certificate, you will apply innovative financial solutions to startups and ensure their success in a dynamic economic environment”*

Obtaining funding is one of the biggest challenges facing Startups, which often fail to meet the requirements of lenders or investors. With the rise of new technologies and digital platforms, Alternative Funding Models have established themselves as an effective response to this gap. Therefore, experts need to develop in-depth knowledge of new models to access funding without having to rely on traditional methods.

With this in mind, TECH is launching a cutting-edge Postgraduate Certificate in Alternative Funding Models for Startups. The academic program will delve into subjects ranging from the management of investment crowdfunding platforms and the processes for structuring debt agreements to the use of peer-to-peer lending systems. At the same time, the teaching materials will explore the most modern strategies for optimizing resources in various entrepreneurial projects. Thanks to this, graduates will develop advanced skills to manage financial risks, negotiate with investors, and structure effective investment rounds.

In terms of the syllabus methodology, TECH offers students a 100% online academic environment. It also uses its disruptive Relearning system, based on the natural and progressive repetition of key concepts. This means that graduates will not have to invest long hours in studying or memorization. All professionals will need is an electronic device with an internet connection to access the Virtual Campus. On this platform, they will have access to a wide range of multimedia support resources such as explanatory videos, interactive summaries, and specialized readings. Without a doubt, this is an immersive experience that will allow students to take a significant leap forward in their professional careers.

This **Postgraduate Certificate in Alternative Funding Models 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 Alternative Funding Models 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 use mixed financing strategies to maximize the growth and sustainability of Startups”*

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*With TECH's Relearning methodology, you will study all the content of this program from the comfort of your own home without having to travel”*

*You will understand the various Alternative Funding Models for Startups, their characteristics, and their applicability depending on business needs.*

*You will manage funding rounds through various sources such as crowdfunding and convertible debt.*

The teaching staff includes professionals from the field of Alternative Funding Models 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.



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 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.

**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 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.



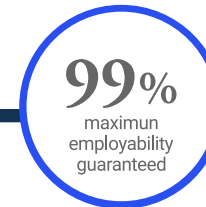
#### Google Premier Partner

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 syllabus will cover everything from the fundamentals of Alternative Funding for Startups to the most innovative strategies in capital raising models. The syllabus will also delve into financial instruments such as P2P lending platforms and IPOs. This will enable students to design mixed financing strategies, optimize resources, and manage risks in an optimal way. As a result, professionals will be able to guarantee the sustainable growth and long-term viability of their ventures.





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*You will gain in-depth knowledge of best practices for managing investor relations and improving the financial viability of Startups”*

## Module 1. Alternative Funding Models for Startups

- 1.1. Alternative Funding for Startups
  - 1.1.1. Alternative Funding: Definition and Types
  - 1.1.2. Differences between Alternative Funding and Traditional Funding
  - 1.1.3. Factors Driving the Adoption of Alternative Funding
  - 1.1.4. Success Stories in Alternative Funding
- 1.2. Convertible Debts and Other Debt Instruments in Startup Funding
  - 1.2.1. Convertible Debt
  - 1.2.2. Process for Structuring Debt Agreements
  - 1.2.3. Advantages Over Other Models
  - 1.2.4. Examples of Startups Using Convertible Debt
- 1.3. Peer-to-peer Lending Platforms in Startups
- 1.4. Operating Models of P2P Lending
  - 1.4.1. Benefits for Startups and Lenders
  - 1.4.2. Regulatory and Sustainability Challenges
  - 1.4.3. Examples of Success in P2P Lending
- 1.5. IPOs for Startups
  - 1.5.1. Requirements and Processes for an IPO
  - 1.5.2. Benefits and Risks of Going Public
  - 1.5.3. Successful Startups on the Stock Market
  - 1.5.4. Alternatives to Traditional IPOs (SPACs, Direct Listings)
- 1.6. Bonds and Other Financial Products for Startups
  - 1.6.1. Bonds and their Application in Startups
  - 1.6.2. Structuring Bond Issues
  - 1.6.3. Comparison Between Bonds and Convertible Debt
  - 1.6.4. Examples of Startups That Have Issued Bonds



- 1.7. Factoring and Asset-Based Financing for Startups
  - 1.7.1. Factoring for Startups: How it Works
  - 1.7.2. Benefits of Funding with Assets
  - 1.7.3. Differences between Factoring and Leasing
  - 1.7.4. Use Cases in Tech Startups
- 1.8. Combined Funding Strategies for Startups
  - 1.8.1. Advantages of Combining Funding Models
  - 1.8.2. Strategies for Optimizing Resources
  - 1.8.3. Key Factors for Success in Combined Strategies
  - 1.8.4. Examples of Startups That Have Used Mixed Strategies
- 1.9. Future Prospects for Alternative Funding for Startups
  - 1.9.1. Global Trends in Alternative Funding
  - 1.9.2. Impact of Regulation on the Sector
  - 1.9.3. Technological Innovations in Funding Models
  - 1.9.4. Expansion into New Global Markets

“ You will develop skills to assess and mitigate the risks associated with each source of funding, ensuring the financial stability of the ventures”

04

# Teaching Objectives

This Postgraduate Certificate in Alternative Funding Models for Startups will provide specialists with advanced skills to structure investment rounds, negotiate with investors, and manage financial risks. At the same time, students will be prepared to design effective capital raising strategies, maximize the growth potential of their ventures, and adapt to new trends in the financial market. In this way, experts will lead the development of their startups, taking advantage of the opportunities offered by emerging financing models.



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*You will design capital raising strategies that drive the growth and scalability of Startups”*



## General Objectives

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- ♦ Analyze the characteristics and differences between Startups and traditional companies
- ♦ Delve into the different funding 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

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- ♦ Examine crowdfunding platforms and their impact on Startups
- ♦ Define the steps for structuring convertible debt

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*The Virtual Campus will be available to you 24 hours a day, so you can access it at a time that suits you best”*

# 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.

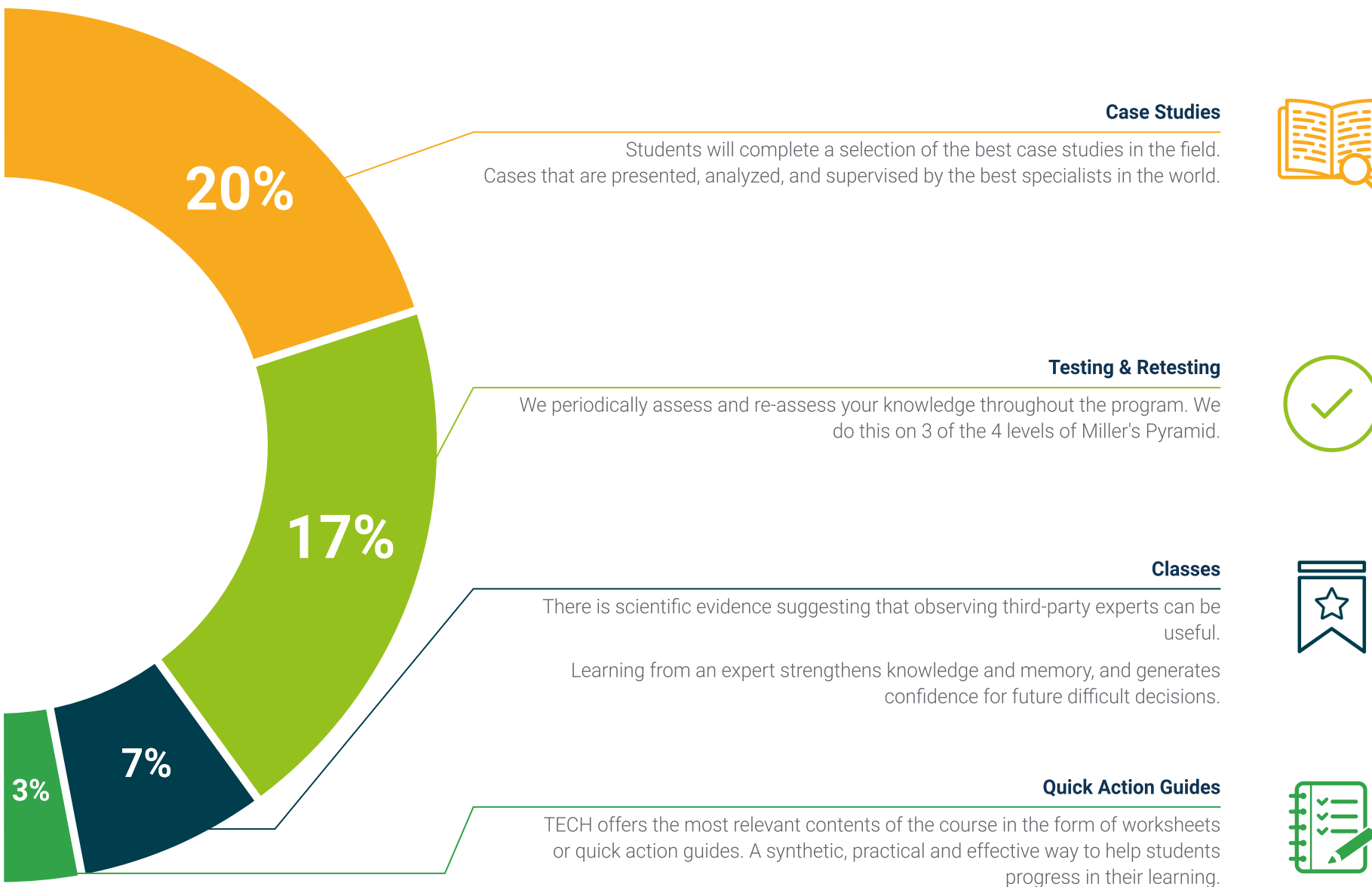
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### 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

The main objective of TECH is to offer the most innovative and relevant university programs for today's market. To this end, it carefully selects its teaching staff. In order to deliver this Postgraduate Certificate, it has brought together leading specialists in the field of Alternative Funding for Startups. These professionals have extensive experience in areas such as crowdfunding, business angels, and venture capital. This will give students an immersive experience that will enable them to make informed decisions about raising funds for their ventures.





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*You will have the support of the teaching team, made up of leading experts in Alternative Funding Models 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

### Mr. Núñez Mejías, José María

- ♦ Lawyer and Editor of legal articles in Virtual Law
- ♦ Editor-in-Chief and Scriptwriter of articles in Virtual Law
- ♦ Master's Degree in Law from University of Cáceres
- ♦ Law Degree from the University of Cáceres



*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 Alternative Funding Models for Startups guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate in Alternative Funding Models for Startups 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 Alternative Funding Models 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.

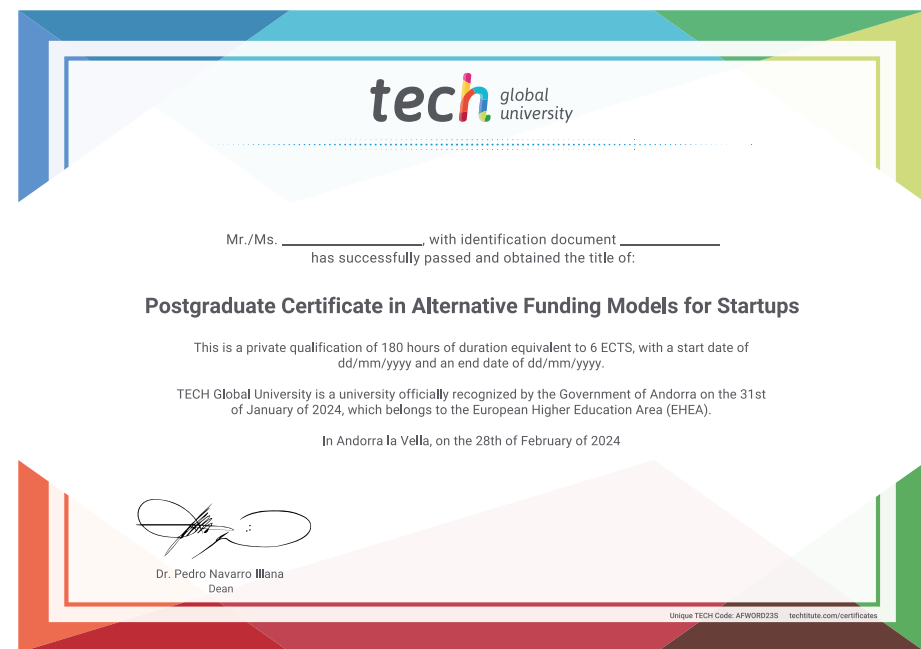
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Alternative Funding Models for Startups**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
classroom



## Postgraduate Certificate Alternative Funding Models for Startups

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# Postgraduate Certificate

## Alternative Funding Models for Startups