Executive Master's Degree

Startup Funding

tech global university

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Executive Master's Degree

Startup Funding

- Modality: **Online**
- Duration: **12 months.**
- Certificate: **TECH Global University**
- Accreditation: **60 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/executive-master-startup-funding**

Index

01

Introduction to the Program

Startup funding plays a crucial role in the modern business ecosystem, as these emerging companies represent a significant source of innovation and job creation. However, despite their importance, many companies face challenges in securing adequate capital to grow and scale. Therefore, it is essential that professionals have a deep understanding of the various sources of funding available, as well as the optimal strategies for accessing them. With this in mind, TECH has created a pioneering university program focused on the most innovative techniques for Startup Funding. It is also based on a convenient, fully online format that allows students to plan their schedules individually.

Thanks to this 100% online Executive Master's Degree, you will learn the most innovative techniques for Startup Funding and ensure the growth of entrepreneurial projects"

According to a recent report by the International Monetary Fund, Startup Funding has reached record figures in recent years, with $643 billion invested globally in the last year. Despite these figures, access to funding remains limited for many emerging companies, especially in their early stages. Faced with this reality, experts need to incorporate innovative strategies into their daily practice that allow them to overcome traditional barriers to accessing capital.

In this context, TECH presents a revolutionary Executive Master's Degree in Startup Funding. Designed by true leaders in this field, the academic program will delve into the use of cutting-edge technologies in companies. In this regard, the syllabus will explore the different sources of funding for Startups, including crowdfunding and initial coin offerings. The teaching materials will also address the keys to designing attractive value propositions for investors, efficient financial management in the early stages, and the impact of regulation on fundraising. In this way, students will be able to structure investment rounds, assess risks, and negotiate with investors.

On the other hand, all students will need to expand their knowledge is a device with Internet access, such as a mobile phone, computer, or tablet, to access the Virtual Campus. Schedules and evaluation timelines can be planned individually by graduates. This syllabus will also be distinguished by its use of the disruptive Relearning teaching system, which is based on repetition to ensure mastery of its different aspects. In turn, it combines the learning process with real-life situations so that knowledge is acquired naturally and progressively, without the extra effort involved in memorization.

This **Executive Master's Degree in Startup Funding** contains the most complete and up-to-date university program on the market. Its most notable features are:

- The development of case studies presented by experts in Startup Funding
- 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 develop advanced skills in financial management and capital structuring, optimizing resources for business expansion"

You will have access to a learning system based on repetition, enjoying natural and progressive teaching throughout the entire syllabus"

You will delve into the use of cutting-edge risk analysis tools to minimize uncertainties in Startup investments.

You will create scalability and financial sustainability techniques for Startups in different stages of growth.

The teaching staff includes professionals from the field of Startup Funding, 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 has a huge faculty of more than 6,000 professors of the highest international prestige.

Study at the largest online university in the world and ensure your professional success. The future begins 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 teaching materials that make up this Executive Master's Degree have been designed by leading experts in Startup Funding. The syllabus will analyze issues ranging from digitalization processes in business models and the most innovative funding strategies for disruptive projects to different types of Due Diligence. Thanks to this, students will be able to develop investment attraction strategies, manage financial risks, and lead negotiations with investors and capital funds. This will allow them to optimize the viability and scalability of the projects in which they participate.

You will structure efficient funding models, promoting the sustainability and scalability of entrepreneurial initiatives"

Module 1. Startup Ecosystem

1.1. Startups: Key Elements of a Successful Startup
- 1.1.1. Differences between Startups and Traditional Companies
- 1.1.2. Innovation as the Basis of Startups
- 1.1.3. Key Elements of a Successful Startup
- 1.1.4. Scalability Factors in Startups

1.2. Main Actors in the Entrepreneurial Ecosystem in Startups
- 1.2.1. Accelerators: Benefits
- 1.2.2. Incubators and their Role in Initial Support
- 1.2.3. Venture Builders: A Comprehensive Model
- 1.2.4. Connection Between Startups and Universities

1.3. Technological Innovation and Its Impact on Startups
- 1.3.1. Use of Disruptive Technologies
- 1.3.2. Digitalization in Business Models
- 1.3.3. Innovation in Products and Services
- 1.3.4. Examples of Successful Technology Startups

1.4. Scalable Business Models for Startups
- 1.4.1. Design of Scalable Models
- 1.4.2. Technologies that Enhance Scalability
- 1.4.3. Success Stories in Scalable Models
- 1.4.4. Impact of the Target Market on Scalability

1.5. Financial Ecosystem of Startups
- 1.5.1. Sources of Initial Funding
- 1.5.2. Roles of Angel Investors and Seed Capital
- 1.5.3. Importance of Venture Capital
- 1.5.4. Crowdfunding as a Financial Tool

1.6. Initial Challenges and Strategies for Startups to Overcome Them
- 1.6.1. Common Problems in the Early Stages
- 1.6.2. Strategies for Overcoming the Valley of Death
- 1.6.3. Building Strong Teams
- 1.6.4. Managing Market Adaptation

1.7. The Role of Investors in the Startup Ecosystem
- 1.7.1. Types of Investors and Their Importance
- 1.7.2. The Relationship Between Investors and Entrepreneurs
- 1.7.3. Impact of Investors on Growth Strategy
- 1.7.4. Ethics in Startup Funding

1.8. Impact of Startups on Emerging Markets
- 1.8.1. Characteristics of Emerging Markets
- 1.8.2. Opportunities for Startups in Emerging Markets
- 1.8.3. Success Stories in Emerging Economies
- 1.8.4. Specific Challenges in Emerging Markets

1.9. Cases of Disruptive Startups
- 1.9.1. Example 1: Global Technology Companies
- 1.9.2. Example 2: Innovation in Traditional Business Models
- 1.9.3. Example 3: Sustainable and Green Startups
- 1.9.4. Analysis of Common Factors in Success Stories

1.10. Future Outlook for the Startup Ecosystem
- 1.10.1. Global Trends in Innovation
- 1.10.2. Emerging Technologies and Startups
- 1.10.3. Regulatory Changes in the Sector
- 1.10.4. Projection to New Global Markets

Module 2. Funding Strategies for Startups

2.1. Private Funding for Startups
- 2.1.1. Private Funding for Startups. Key Aspects
- 2.1.2. Funding Context in Startups: Needs and Challenges
- 2.1.3. Differences between Traditional Funding and Startup Funding

2.2. Sources of Initial Funding for Startups: Bootstrapping and FFF (Friends, Family & Fools)
- 2.2.1. Bootstrapping and FFF (Friends, Family & Fools)
- 2.2.2. Advantages and Disadvantages of Self-Funding (Bootstrapping)
- 2.2.3. Friends, Family & Fools (FFF): Risks and Opportunities

2.3. Business Angels and Their Role in Startups
- 2.3.1. Role of Business Angels in the Initial Phase of a Startup
- 2.3.2. Profile of Angel Investors: What They Look for in a Startup
- 2.3.2. How to Attract and Negotiate with Business Angels

2.4. Venture Capital and Private Equity in Startups
- 2.4.1. Venture Capital and Private Equity in Startups
- 2.4.2. Venture Capital Funds: Structure and Investment Processes
- 2.4.2. Private Equity in Startups: When is it a Viable Option

2.5. Crowdfunding as an Alternative Funding Option for Startups
- 2.5.1. Crowdfunding: An Alternative to Funding
- 2.5.2. Types of Crowdfunding: Equity, Reward-Based, and Peer-to-Peer
- 2.5.2. Most Commonly Used Platforms and Strategies for Success

2.6. Bank Funding and Loans for Startups
- 2.6.1. Bank Funding and Loans for Startups. Key Aspects
- 2.6.2. Credit Lines and Loans for Entrepreneurs
- 2.6.3. Guarantees and Sureties: How to Improve Bank Funding

2.7. Stages of Funding in Startups: From Pre-Seed to IPO
- 2.7.1. Pre-Seed and Seed: First Steps in Funding
- 2.7.2. Series A, B, C, and Beyond: Growth and Scalability
- 2.7.3. Going Public as a Funding Strategy

2.8. Negotiation Strategies with Investors in Startups
- 2.8.1. Negotiation Strategies with Investors. The Art of Negotiation
- 2.8.2. Planning an Effective Financial Pitch
- 2.8.2. Keys to Negotiating Investment Terms

2.9. Startup Valuation and Financial Metrics
- 2.9.1. Startup Valuation and Financial Metrics: Types
- 2.9.2. Valuation Methods: DCF, Multiples, and Comparables
- 2.9.2. Key Indicators for Attracting Investors

2.10. Developing a Solid Financial Plan for Your Startup
- 2.10.1. Planning a Financial Plan
- 2.10.2. Structure and Components of a Financial Plan
- 2.10.3. Common Mistakes in Startup Financial Planning

Module 3. Business Angels and Venture Capital in Startups

3.1. Types of Investors for Startups
- 3.1.1. Identification of Different Types of Investors: Business Angels and Venture Capital
- 3.1.2. Defining Characteristics of Investors Based on Their Investment Strategies
- 3.1.3. Types of Venture Capital Funds
- 3.1.4. Differences between Business Angels and Venture Capital

3.2. Life Cycle of Venture Capital in Startups
- 3.2.1. Obtaining Capital
- 3.2.2. Investment Phase
- 3.2.3. Exit Strategies: Divestment
- 3.2.4. Returns on Investment and Key Metrics

3.3. Building Relationships with Investors for Startups
- 3.3.1. Investor Networks and Communities
- 3.3.2. Business Angel Networks
- 3.3.3. Venture Capital Platforms and Associations
- 3.3.4. Effective Networking for Investors and Entrepreneurs

3.4. Startup Assessment Process
- 3.4.1. Market Analysis
- 3.4.2. Value Proposition
- 3.4.3. Assessment of the Founding Team
- 3.4.4. Growth Expectations

3.5. Startup Funding Rounds
- 3.5.1. Funding Rounds. Purpose
- 3.5.2. Types of Funding Rounds
- 3.5.3. Preparing for a Funding Round
- 3.5.4. Initial Term Sheet. Definition, Negotiation, and Signing

3.6. Startup Due Diligence
- 3.6.1. Due Diligence. Purpose
- 3.6.2. Due Diligence Types
- 3.6.3. The Due Diligence Process
- 3.6.4. Types and Treatment of Different Contingencies in a Due Diligence Process

3.7. Startup Investment Agreement
- 3.7.1. Investment Structures
- 3.7.2. Capital Disbursement
- 3.7.3. Convertible Loan
- 3.7.4. Liquidity Provision to Partners (Secondary Sales)

3.8. Liability Regime in Startups
- 3.8.1. General Regime
- 3.8.2. Statements and Guarantees of the Founding Team
- 3.8.3. Limitations on Liability
- 3.8.4. Guarantees

3.9. Obligations of the Founding Team in a Startup
- 3.9.1. Obligation to Remain
- 3.9.2. Non-Compete Agreement
- 3.9.3. Consequences of Non-Compliance: Analysis of the Good and Bad Leaver

3.10. Key Tools to Protect Against a Possible Disinvestment of the Founding Team in a Startup
- 3.10.1. *Lock-up*
- 3.10.2. Right of First Refusal
- 3.10.3. *Tag Along*

Module 4. Search Funds: Funding and Investment Model for Startups

4.1. Analysis of Types of Entrepreneurship Through Acquisition (ETA) for Startups
- 4.1.1. Objectives of Entrepreneurship Through Acquisition
- 4.1.2. Models of Entrepreneurship Through Acquisition
- 4.1.3. Comparison between Search Funds and Other Models: ETA, Startups, MBO, LBO
- 4.1.4. Key Factors for Choosing the Right Model

4.2. Search Fund Model for Startups: Origin and Evolution
- 4.2.1. Origin and Evolution of the Search Fund Model
- 4.2.2. Main Players and Promoters of the Model
- 4.2.3. Statistics and Current Trends in Search Funds

4.3. Search Funds for Startups from an Investor's Perspective
- 4.3.1. Investment Ecosystem in Search Funds
- 4.3.2. Investment Criteria and Strategies in Search Funds
- 4.3.3. Return Prospects and Associated Risks

4.4. Search Funds for Startups from an Entrepreneurial Perspective
- 4.4.1. Searcher Profile: Necessary Skills and Experience
- 4.4.2. The Path of the Entrepreneur (Path to Search)
- 4.4.3. Partner Search Fund: Travel Companions
- 4.4.4. Practical Guide (Search Fund Primer)

4.5. Search Funds for Startups Phase 1: Fundraising and Creation of the Search Fund
- 4.5.1. Preparation and Approach
- 4.5.2. Preparation of Key Documentation
- 4.5.3. Building a Balanced Captable
- 4.5.4. Creation of the Search Vehicle

4.6. Search Funds for Startups Phase 2: Search Phase
- 4.6.1. Methods for Identifying Target Companies
- 4.6.2. Search Planning: Processes, Team, Tools, and Implementation
- 4.6.3. Preliminary Opportunity Assessment (Screening)
- 4.6.4. Interaction Between the Searcher and Investors (Best Practices)
- 4.6.5. The First LOIs

4.7. Search Funds for Startups Phase 3: Company Acquisition
- 4.7.1. Negotiation with the Seller
- 4.7.2. Due Diligence Process: Commercial, Financial, Legal, and Technical
- 4.7.3. Negotiation and Structuring of the Purchase
- 4.7.4. Acquisition Funding Strategies

4.8. Search Funds for Startups Phase 4: Onboarding and Company Management
- 4.8.1. Post-Acquisition Planning and Implementation
- 4.8.2. Company Growth and Optimization
- 4.8.3. Key Issues in Relations with Different Stakeholders

4.9. Search Funds for Startups: Exit and Future of the Searcher
- 4.9.1. Alternatives for Returning Value to Investors
- 4.9.2. Preparing the Company Prior to the Liquidity Event
- 4.9.3. The Life of the Post-Exit Entrepreneur

4.10. Search Funds for Startups: Examples and Real Cases
- 4.10.1. Success Stories: Lessons Learned
- 4.10.2. Failures and Challenges: Analysis of Common Mistakes
- 4.10.3. Perspectives of the Actors Involved

Module 5. Public Funding and Grants for Startups

5.1. Public Funding for Startups
- 5.1.1. Importance of Public Funding in the Entrepreneurial Ecosystem
- 5.1.2. Differences between Public and Private Funding
- 5.1.3. Public Funding Lines for Startups

5.2. International Organizations Supporting Startups
- 5.2.1. International Support Organizations and Their Role in Startup Funding
- 5.2.2. Internationalization Strategies
- 5.2.3. Main International Organizations Supporting Startups

5.3. Soft Loans and Other Public Funding Instruments for Startups
- 5.3.1. Soft Loans and Other Public Funding Instruments. Key Aspects
- 5.3.2. Funding Lines with Preferential Conditions
- 5.3.2. Success Stories in the Use of Public Funding

5.4. Access to International Public and Mixed Investment Funds for Startups
- 5.4.1. Public-private Co-investment Fund for Startups at the International Level
- 5.4.2. Access to International Public and Mixed Investment Funds for Startups
- 5.4.3. Success Stories in Combining Public and Private Funding

5.5. Application Process and Management of International Public Aid for Startups. Documentation
- 5.5.1. Key Points for Preparing Documentation
- 5.5.2. Managing Public Grants at the International Level
- 5.5.2. How to Maximize the Probability of Obtaining International Funding

5.6. Challenges and Common Mistakes in International Public Funding for Startups
- 5.6.1. Frequent Mistakes in Applications. How to Avoid Them
- 5.6.2. Deadlines and Efficient Management of Funds Obtained
- 5.6.3. Guide to International Public Funding for Startups

5.7. Case Studies and Best Practices in Public Funding for Startups
- 5.7.1. Analysis of Startups that have Successfully Used Public Funding
- 5.7.2. Replicable Strategies for Accessing Public Resources
- 5.7.3. Case Study of a Financial Simulator

Module 6. Dilution and Shareholder Control Strategies for Startups

6.1. Dilution and Shareholder Control Strategies for Startups
- 6.1.1. Shareholder Control. Economic Rights and Political Rights
- 6.1.2. Dilution. Effects on Economic Rights and Political Rights
- 6.1.3. Company Capitalization Table or Cap Table
- 6.1.4. Structure and Relevant Information. Practical Examples

6.2. Dilution Mechanisms for Startups
- 6.2.1. Impact of an Investment Round on Current Partners
- 6.2.2. Capital Increase. Pre-money Valuation and Issue Premium
- 6.2.3. Convertible Loans
- 6.2.4. Incentive Plans

6.3. Anti-Dilution Mechanisms for Startups
- 6.3.1. Use of Anti-Dilution Mechanisms
- 6.3.2. Preemptive Right
- 6.3.3. Weighted Average Price
- 6.3.4. Other Alternatives: Full Ratchet and Pay to Play. Practical Examples

6.4. Protection of New Investors in Startups
- 6.4.1. Capital Increases on a Fully Diluted Basis
- 6.4.2. Exclusion of Preemptive Rights
- 6.4.3. New Class of Shares

6.5. Other Mechanisms for Protecting Investors in Startups
- 6.5.1. Liquidation Preference
- 6.5.2. *Most-Favored Nation*
- 6.5.3. *Drag Along*
- 6.5.4. Forced Sale

6.6. Corporate Governance in Startups
- 6.6.1. Composition of the Management Body
- 6.6.2. The Role of the Observer
- 6.6.3. General Rules for the Adoption of Corporate Resolutions
- 6.6.4. Reinforced Majorities

6.7. Corporate Governance Obligations in Startups
- 6.7.1. Concern for the Social Interest
- 6.7.2. Prevention of Conflicts of Interest
- 6.7.3. Confidentiality
- 6.7.4. Consequences of Non-Compliance

6.8. Shareholder Rights in Startups
- 6.8.1. Rights to Information
- 6.8.2. Voting Rights. Syndication
- 6.8.3. Economic Rights
- 6.8.4. Right of Separation (Exit)

6.9. Abuse of Controlling Position in Startups
- 6.9.1. Analysis of Companies that have Experienced Significant Dilution
- 6.9.2. Effects of Dilution During a Financial Crisis
- 6.9.3. Case of Companies with Solvency Problems and Use of Dilution to Survive
- 6.9.4. Lessons Learned from Real-Life Cases of Dilution and Control Strategies

6.10. Conflict Between Startup Partners
- 6.10.1. Deadlock Situations in Corporate Bodies
- 6.10.2. Conflict Resolution Mechanisms
- 6.10.3. Purchase and Sale Options

Module 7. Legal Structuring of Startups and Investment Vehicles

7.1. Startups and Investment Vehicles
- 7.1.1. Types of investment means
- 7.1.2. Startup Ecosystem: Local and Global Environment
- 7.1.3. Importance of Legal Structure: Why It Is Essential for the Success of a Startup

7.2. Corporate Structure of a Startup
- 7.2.1. Partners: Rights and Obligations
- 7.2.2. Share Capital: Contributions and Participation of Partners
- 7.2.3. Corporate Governance
- 7.2.4. Recurring Obligations

7.3. Partner Agreements in Startups
- 7.3.1. Partner Agreement: What it Should Include and Its Importance
- 7.3.2. Non-Disclosure Agreements (NDAs): Protecting Intellectual Property
- 7.3.3. Vesting: Conditions and Deadlines for Distributing Shares
- 7.3.4. Exit Clauses: Options in the Event of the Sale of the Startup

7.4. Financing Startups
- 7.4.1. Sources of Funding: Equity Capital, Industrial Investors, Venture Capital Investors, and Bank Funding
- 7.4.2. Funding Rounds: Seed, Series A, B, C, etc.
- 7.4.3. Legal Aspects of Investment Rounds: The Investment Agreement
- 7.4.4. Legal Aspects of Investment Rounds: The Contract Between Partners

7.5. Investment Vehicles in Startups
- 7.5.1. Types of Investment Vehicles: Venture Capital Funds, Business Angels, Crowdfunding
- 7.5.2. Legal Structure of Investment Funds
- 7.5.3. Risks and Benefits for Investors and Startups

7.6. Intellectual Property and Legal Protection in Startups
- 7.6.1. Copyright and Patents: Protection of Ideas and Technologies
- 7.6.2. Trademarks: Importance in Startup Branding
- 7.6.3. License Agreements: Use of Third-Party Technology and Intellectual Property
- 7.6.4. Strategies for Protecting Intellectual Property: Global vs. National Approach

7.7. International Regulatory Aspects of Creating Startups
- 7.7.1. Administrative Procedures in Creating Startups: Licenses and Permits
- 7.7.2. Regulation in the Technology Sector
- 7.7.3. Compliance with International Standards: Tax, Labor, and Data Protection Regulations
- 7.7.4. Impact of Antitrust and Competition Laws

Module 8. Exit Strategies for Startups: Mergers, Acquisitions, and IPOs

8.1. IPO Options for Startups
- 8.1.1. Defining Exit Strategies
- 8.1.2. Advantages and Disadvantages of Exit Strategies
- 8.1.3. Typical Cases in the Global Market
- 8.1.4. Impact on Initial Investors

8.2. Startup Mergers and Acquisitions: Key Processes
- 8.2.1. Identifying Potential Buyers or Partners
- 8.2.2. Due Diligence in Mergers and Acquisitions
- 8.2.3. Negotiating Terms and Conditions
- 8.2.4. Post-acquisition Integration

8.3. Startup Business Value Assessment
- 8.3.1. Startup Assessment Methods
- 8.3.2. Factors Influencing Valuation
- 8.3.3. Adjustments Based on Exit Type
- 8.3.4. Importance of Valuation in Negotiations

8.4. Success Stories in Startup IPO Strategies
- 8.4.1. Example of Successful Mergers
- 8.4.2. Analysis of Relevant IPOs
- 8.4.3. Startups Acquired by Large Corporations
- 8.4.4. Common Factors in Successful Cases

8.5. MBO (Management Buyout) in Startups
- 8.5.1. MBO in Startups: How It Works
- 8.5.2. Benefits and Challenges of MBO
- 8.5.3. Funding an MBO
- 8.5.4. Practical Examples of MBO in Startups

8.6. Negotiation in Startup Mergers and Acquisitions
- 8.6.1. Strategies for Effective Negotiations
- 8.6.2. Conflict Resolution in Negotiations
- 8.6.3. Importance of Due Diligence
- 8.6.4. Protective Clauses in Contracts

8.7. Impact of Startups Going Public on Founders
- 8.7.1. Changes in Leadership Structure
- 8.7.2. Reinvestment Options for Founders
- 8.7.3. Emotional and Cultural Aspects
- 8.7.4. Challenges After the Transition

8.8. Future Outlook for Startups' IPO Strategies
- 8.8.1. Emerging Trends in Exit Strategies
- 8.8.2. Impact of Technology on Processes
- 8.8.3. Expansion into New Global Markets
- 8.8.4. Innovation in Acquisition and Merger Models

Module 9. Alternative Funding Models for Startups

9.1. Alternative Funding for Startups
- 9.1.1. Alternative Funding: Definition and Types
- 9.1.2. Differences between Alternative Funding and Traditional Funding
- 9.1.3. Factors Driving the Adoption of Alternative Funding
- 9.1.4. Success Stories in Alternative Funding

9.2. Convertible Debts and Other Debt Instruments in Startup Funding
- 9.2.1. Convertible Debt
- 9.2.2. Process for Structuring Debt Agreements
- 9.2.3. Advantages Over Other Models
- 9.2.4. Examples of Startups Using Convertible Debt

9.3. Peer-to-peer Lending Platforms in Startups

9.4. Operating Models of P2P Lending
- 9.4.1. Benefits for Startups and Lenders
- 9.4.2. Regulatory and Sustainability Challenges
- 9.4.3. Examples of Success in P2P Lending

9.5. IPOs for Startups
- 9.5.1. Requirements and Processes for an IPO
- 9.5.2. Benefits and Risks of Going Public
- 9.5.3. Successful Startups on the Stock Market
- 9.5.4. Alternatives to Traditional IPOs (SPACs, Direct Listings)

9.6. Bonds and Other Financial Products for Startups
- 9.6.1. Bonds and their Application in Startups
- 9.6.2. Structuring Bond Issues
- 9.6.3. Comparison Between Bonds and Convertible Debt
- 9.6.4. Examples of Startups That Have Issued Bonds

9.7. Factoring and Asset-Based Financing for Startups
- 9.7.1. Factoring for Startups: How It Works
- 9.7.2. Benefits of Funding with Assets
- 9.7.3. Differences between Factoring and Leasing
- 9.7.4. Use Cases in Tech Startups

9.8. Combined Funding Strategies for Startups
- 9.8.1. Advantages of Combining Funding Models
- 9.8.2. Strategies for Optimizing Resources
- 9.8.3. Key Factors for Success in Combined Strategies
- 9.8.4. Examples of Startups That Have Used Mixed Strategies

9.9. Future Prospects for Alternative Funding for Startups
- 9.9.1. Global Trends in Alternative Funding
- 9.9.2. Impact of Regulation on the Sector
- 9.9.3. Technological Innovations in Funding Models
- 9.9.4. Expansion into New Global Markets

Module 10. Investor Negotiation Workshop for Startups

10.1. Investors in the Entrepreneurial Ecosystem for Startups
- 10.1.1. Types of Main Investors
- 10.1.2. Investment Thesis and Returns
- 10.1.3. *Momentum*

10.2. Key Skills for Negotiating with Investors for Startups
- 10.2.1. Clear and Persuasive Communication
- 10.2.2. Emphasis on Key Ideas
- 10.2.3. Negotiation Skills and Flexibility
- 10.2.4. In-Depth Knowledge of the Business and Market

10.3. Choosing an Investor for Your Startup: How to Approach Your Target Investors
- 10.3.1. Choosing the Right Investor
- 10.3.2. Contacting your Target Investor
- 10.3.3. Follow-up and Next Meetings

10.4. Document Set for a Startup Investment Round
- 10.4.1. *Business Plan*
- 10.4.2. *Pitch Deck*
- 10.4.3. *One Pager*

10.5. Preparing an Effective Presentation for Your Startup (I). Structure
- 10.5.1. Clear and Orderly Structure
- 10.5.2. Value Proposition and Mission
- 10.5.3. Market and Competition

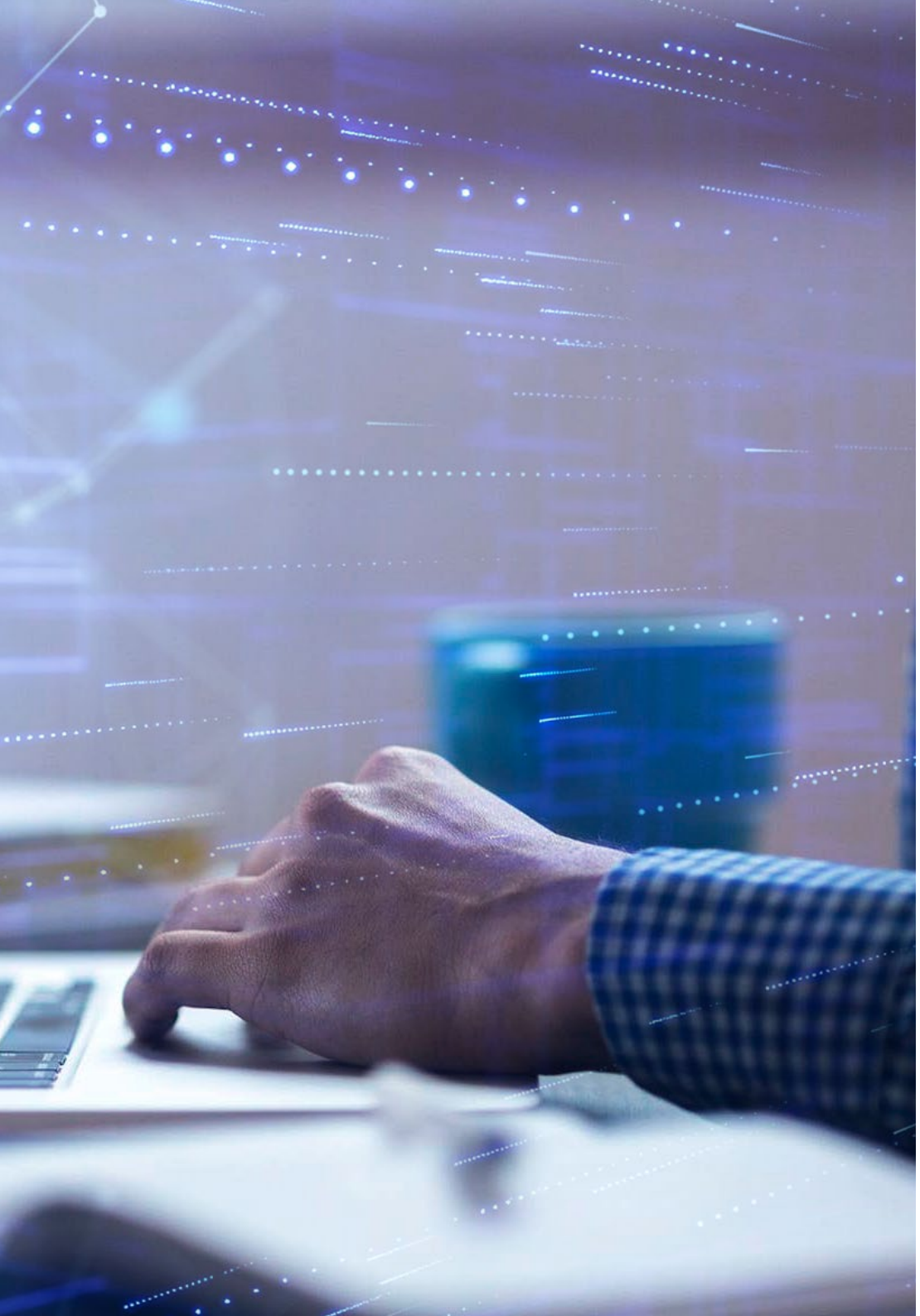
10.6. Preparing an Effective Presentation for Your Startup (II). Business Model
- 10.6.1. Business Model and Traction
- 10.6.2. Equipment
- 10.6.3. *Momentum*

10.7. Investment Rounds for Your Startup
- 10.7.1. Types of Investment Rounds
- 10.7.2. Primary or Secondary Investment
- 10.7.3. Pre-Money and Post-Money Valuation
- 10.7.4. Stock Plans for Employees and Executives

10.8. Examples and Real Cases of Investment in a Startup
- 10.8.1. Presentation of the Case
- 10.8.2. Initial Scenario
- 10.8.3. Final Scenario After the Investment Round

10.9. Negotiating a Startup's Shareholder Agreement with Investors: SHA
- 10.9.1. Why It Is Key to Negotiate a Good SHA
- 10.9.2. Standard Clauses to Negotiate
- 10.9.3. Market Standards

10.10. Managing Expectations in the Event of a Startup Exit
- 10.10.1. Establish Clear Expectations from the Outset
- 10.10.2. Different Options in the Event of a Founder Exit
- 10.10.3. Important Agreements in Exit Negotiations



You will gain a holistic understanding of regulation and regulatory compliance, ensuring legal certainty for funding operations"

04

Teaching Objectives

This university program will equip professionals with key skills in Startup Funding. At the same time, students will gain skills ranging from financial model structuring to fundraising and risk management, enabling them to optimize investment strategies. Graduates will be able to carry out rigorous financial analysis, successfully negotiate with investors, and lead growth projects to drive the sustainability of the entrepreneurial ecosystem.

You will master the most modern strategies for raising capital, managing negotiations with investors and investment funds"

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

You will have access to a wide range of multimedia support resources such as explanatory videos, interactive summaries, and real-life case studies" Enroll now!"

Specific Objectives

Module 1. Startup Ecosystem

- 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

Module 2. Funding Strategies for Startups

- Identify the main sources of funding for Startups, from self-financing to institutional investment
- Understand the role of business angels and venture capital funds in the entrepreneurial ecosystem

Module 3. Business Angels and Venture Capital in Startups

- Understand the different types of investment and the criteria investors use to assess a Startup
- Address common investment agreements, including equity stakes, preemptive rights, and exit clauses

Module 4. Search Funds: Funding and Investment Model for Startups

- Understand different models of entrepreneurship
- Establish comparisons between different structures to identify strategic opportunities in their application

Module 5. Public Funding and Grants for Startups

- Assess funding opportunities in European programs
- Examine the different types of aid offered by public entities: different types of grants, soft loans, one-off aid, etc.

Module 6. Dilution and Shareholder Control Strategies for Startups

- Define what share dilution is and how it occurs during investment rounds
- Explain the concept of anti-dilution and how it applies in negotiations with investors

Module 7. Legal Structuring of Startups and Investment Vehicles

- Learn about the different legal structures that a Startup can take
- Define the tax and legal aspects of Startup funding

Module 8. Exit Strategies for Startups: Mergers, Acquisitions, and IPOs

- Examine merger and acquisition processes in the context of startups
- Define the steps to prepare for an IPO

Module 9. Alternative Funding Models for Startups

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

Module 10. Investor Negotiation Workshop for Startups

- 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

05

Career Opportunities

This TECH program represents an excellent opportunity for professionals interested in Startup Funding, as it will allow them to hone their skills and master key investment strategies. Through advanced knowledge of venture capital, financial models, and fundraising, graduates of this program will be able to broaden their career prospects and access new opportunities in both the entrepreneurial and financial ecosystems.

Are you looking for a career as a Venture Capital Fund Manager? Achieve it through this university program in just a few months"

Graduate Profile

Graduates of this TECH Executive Master's Degree will be specialists in Startup Funding, with the ability to design investment strategies, manage venture capital, and evaluate innovative financial models. They will also be prepared to optimize fundraising, minimize risks, and lead business growth projects, promoting development and sustainability in the entrepreneurial ecosystem.

You will design financial strategies for emerging companies, ensuring their stability and growth through efficient resource planning.

- **Strategic Vision in Investment:** Ability to analyze the entrepreneurial ecosystem and identify investment opportunities in startups with high growth potential, optimizing financial decision-making
- **Financial Management and Resource Optimization:** Ability to structure efficient funding models, maximizing the profitability and sustainability of startups through the use of innovative strategies
- **Negotiation and Fundraising:** Ability to lead negotiations with investors, venture capital funds, and financial institutions, ensuring beneficial agreements aligned with the objectives of the emerging company
- **Risk Analysis and Feasibility Assessment:** Ability to assess the financial and operational feasibility of entrepreneurial projects, identifying risks and designing effective mitigation strategies

After completing the program, you will be able to use your knowledge and skills in the following positions:

1. Startup Investment Analyst: Specialist in assessing emerging business models, analyzing their financial viability and growth potential for investment funds and venture capital firms.
2. Venture Capital Fund Manager: Responsible for the administration and investment strategy of venture capital funds, identifying and financing startups with high scalability potential.
3. Startup Funding Consultant: Specialized advisor in capital raising strategies, helping entrepreneurs structure investment rounds and optimize their access to funding.
4. Corporate Venture Capital Director: Responsible for developing startup investment initiatives for large corporations, promoting open innovation and synergy between established companies and new ventures.
5. **Alternative Funding Instruments Specialist:** Professional dedicated to designing and managing funding models such as crowdfunding, business angels, accelerators, and other alternatives to traditional capital.
6. **Startup Mergers and Acquisitions Advisor:** Expert consultant in structuring startup purchase, sale, and merger processes, maximizing value in strategic transactions.
7. **Series A and B Entrepreneur:** Founder of Startups in the growth stage, with the ability to manage advanced investment rounds and consolidate business expansion.
8. **Investor Relations Manager:** Manage communication and negotiation between startups and investors, ensuring alignment of interests and optimization of financing agreements.

> *Manage communication and negotiation between Startups and investors, ensuring alignment of interests and optimization of funding agreements"*

06

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.

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.

"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.

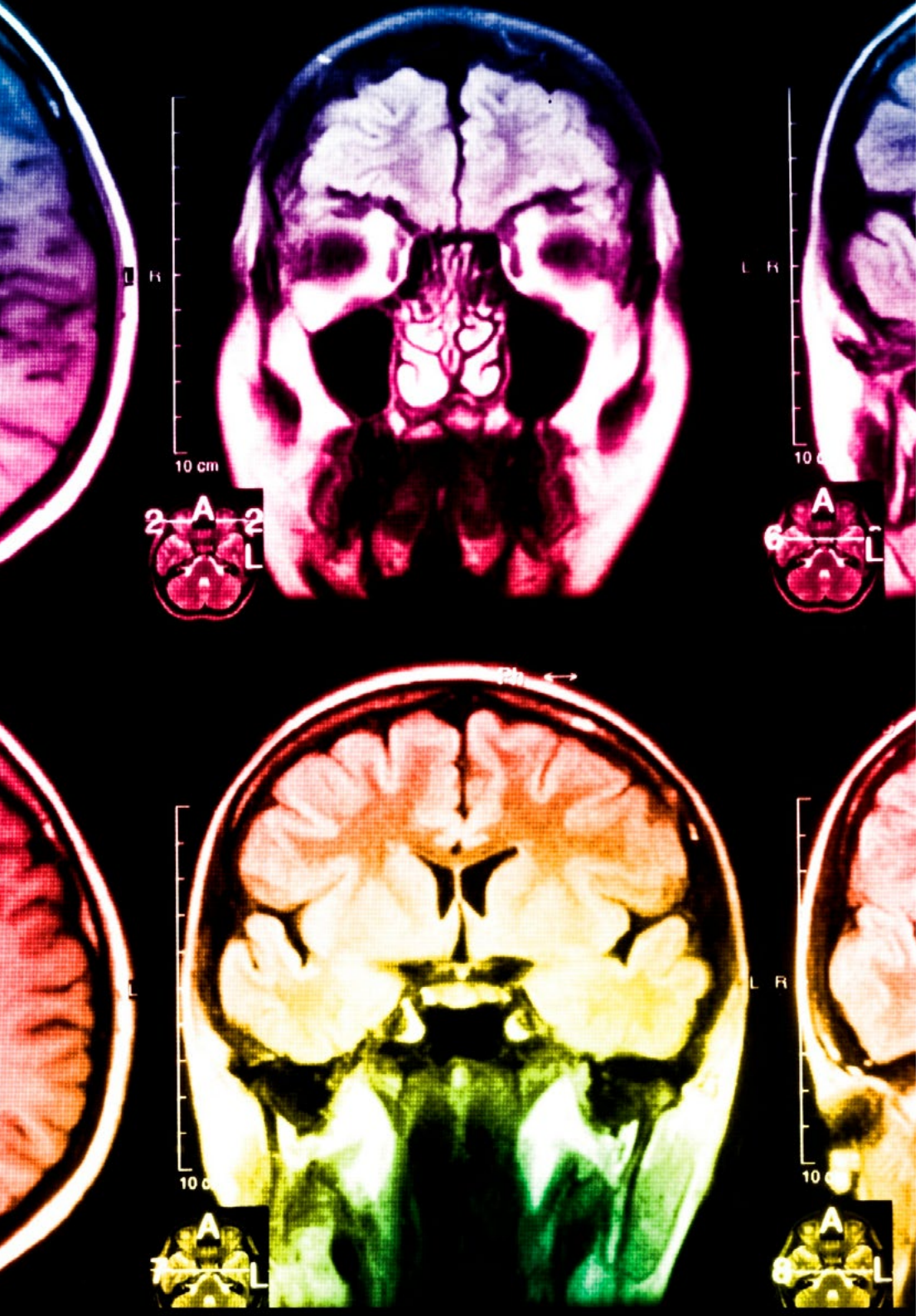
In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

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.

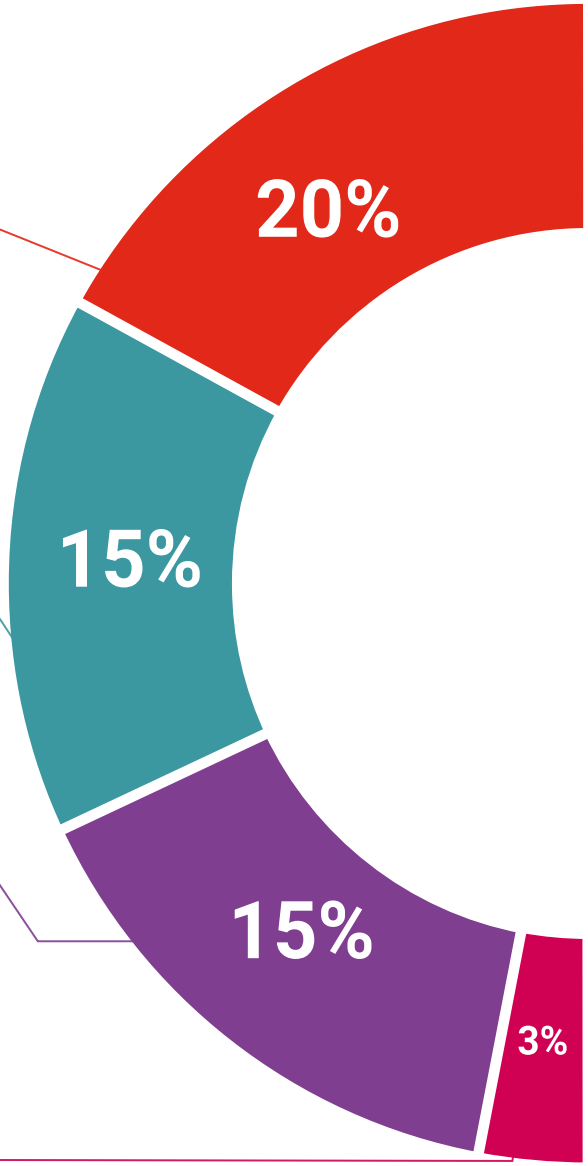
Interactive Summaries

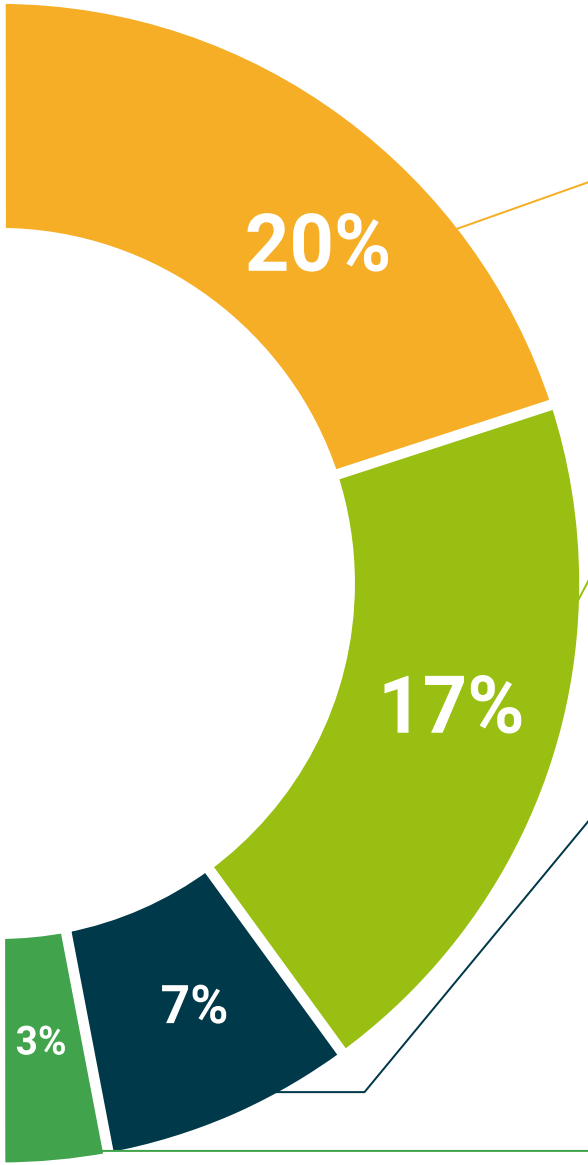
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

07

Teaching Staff

TECH's philosophy is based on providing the most comprehensive and up-to-date university programs on the educational market, which is why it carefully selects its teaching staff. In order to deliver this Executive Master's Degree, it has brought together the most prominent experts in the field of Startup Funding. They have developed a wide range of teaching materials that stand out for their high quality and ability to adapt to the demands of today's job market. This is undoubtedly an immersive experience that will enable students to significantly improve their job prospects.

The teaching staff for this university degree are renowned for their extensive professional experience in the field of Startup Funding"

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

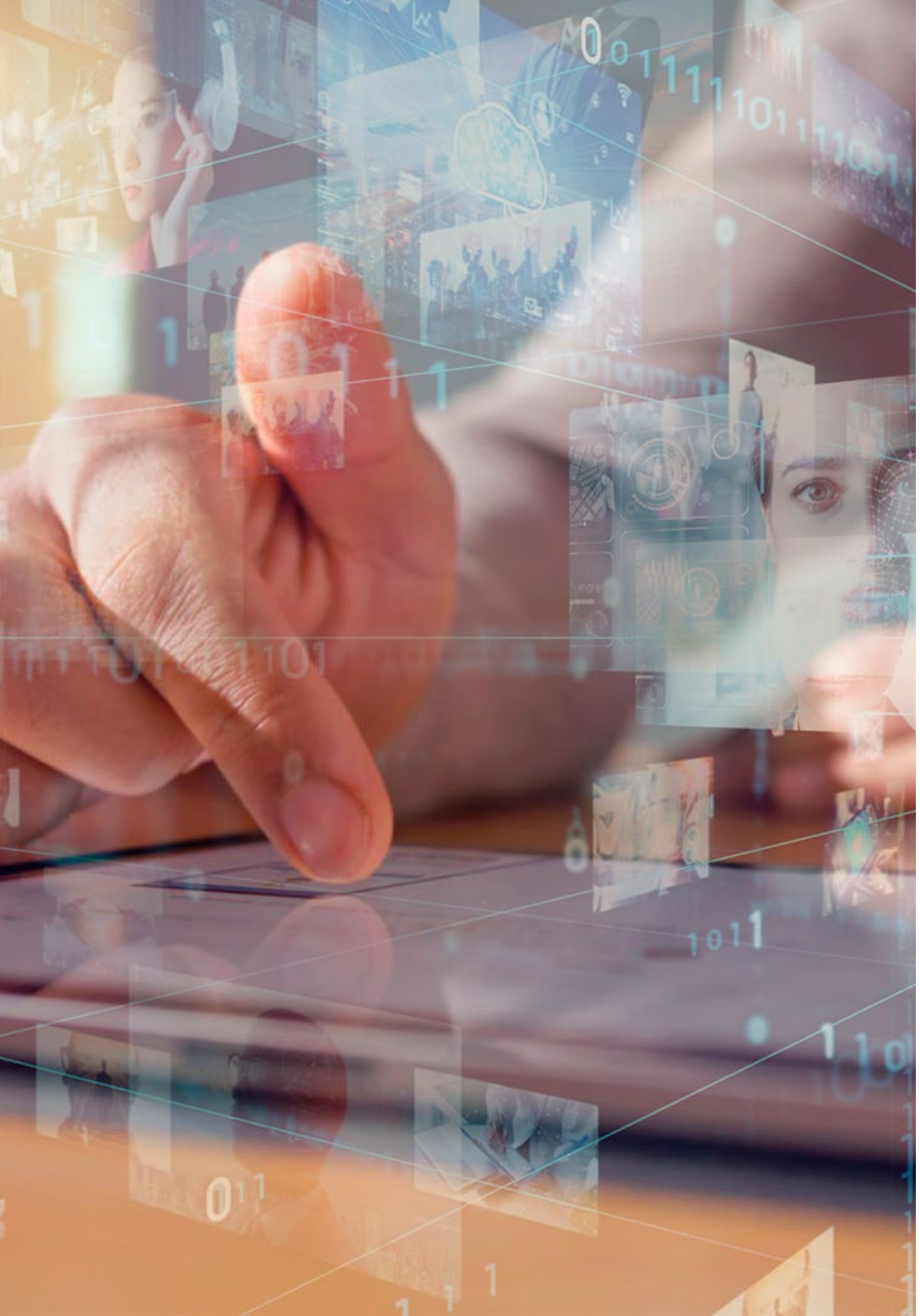
Professors

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. Moya Nájera, Alejandro

- Director of Scipio Holding Group
- General Partner at Scipio Swanlaab
- Sales Director at S&S
- Board Member at IESMAT SA
- Founder of The Residential Club
- Degree in Business Administration and Management from the University of Valencia



Dr. Grigorián Keheaián, Levón

- Partner in Banking & Finance at Crowe Legal y Tributario
- Vice President of the Shareholder Institute
- Representative of Enterprise Armenia
- Lawyer at Cuatrecasas
- Doctorate in Law from Pompeu Fabra University
- Master's Degree in International Legal Studies from Georgetown University Law Center
- Master's Degree in European Union Law and Policy from the Royal Institute of European Studies
- Master's Degree in Business Valuation and Accounting from UPF Barcelona School of Management
- Bachelor's Degree in Law from the University of Zaragoza

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

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

08

Certificate

The Executive Master's Degree in Startup Funding guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Master's Degree issued by TECH Global University.

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**Professional Master's Degree diploma in Startup Funding** 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: **Professional Master's Degree in Startup Funding**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Professional Master's Degree in Startup Funding

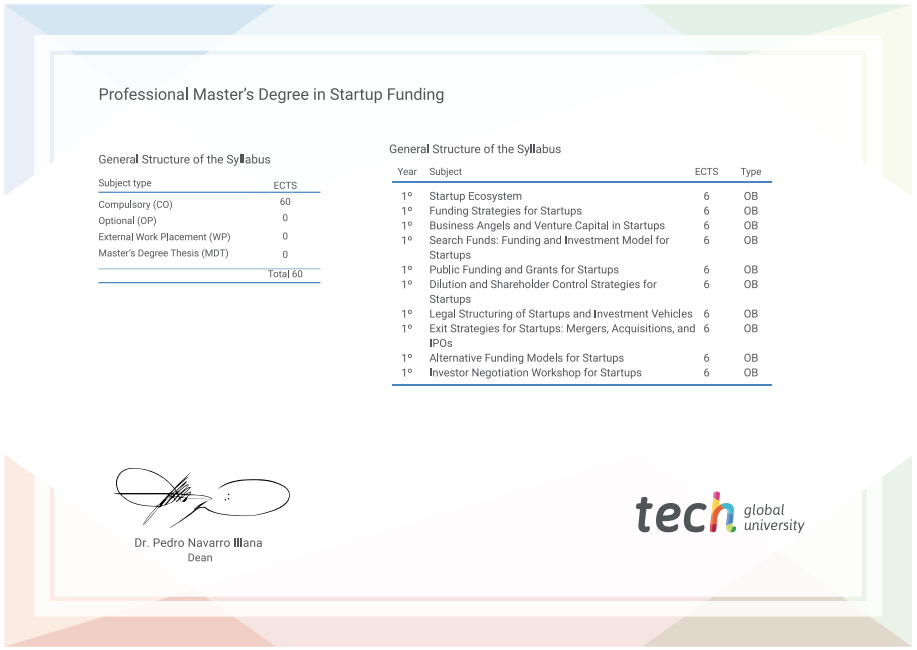
This is a private qualification of 1,500 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates



Professional Master's Degree in Startup Funding

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Startup Ecosystem	6	OB
1º	Funding Strategies for Startups	6	OB
1º	Business Angels and Venture Capital in Startups	6	OB
1º	Search Funds: Funding and Investment Model for Startups	6	OB
1º	Public Funding and Grants for Startups	6	OB
1º	Dilution and Shareholder Control Strategies for Startups	6	OB
1º	Legal Structuring of Startups and Investment Vehicles	6	OB
1º	Exit Strategies for Startups: Mergers, Acquisitions, and IPOs	6	OB
1º	Alternative Funding Models for Startups	6	OB
1º	Investor Negotiation Workshop for Startups	6	OB

Dr. Pedro Navarro Illana
Dean

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*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

Executive Master's Degree
Startup Funding

- Modality: **Online**
- Duration: **12 months.**
- Certificate: **TECH Global University**
- Accreditation: **60 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Executive Master's Degree

Startup Funding

tech global university