## Course Competency

### Competency 1:
The student will explore different options of raising financial capital for a new venture by:

1. Identifying and evaluating sources of capital such as bootstrapping, Business loans, friends and family, crowdfunding, angel investors, and venture capital.
2. Determining which source of funding is most appropriate at different stages of the startup.
3. Devising a plan to raise capital utilizing a variety of tactics.

### Competency 2:
The student will explore the steps in the funding process by:

1. Comparing and contrasting strategies to reach investors and partners.
2. Analyzing their business’s value and the unique value proposition and competitive advantage offered.
3. Determining how to close a deal.
4. Evaluating the investor selection process.
5. Explaining the different investment rounds available to startups.

### Competency 3:
The student will learn different techniques to pitch new venture to investors and partners by:

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**Course Description:**
This course focuses on critical skills necessary to develop appropriate funding strategies for new venture creation and growth. Students will explore a variety of ways to raise capital and gain an understanding of investors’ expectations and how to evaluate the advantages and pitfalls of various sources of capital. (3 hr. lecture)
1. Designing a pitch deck.
2. Composing a one-page pitch.
3. Outlining the business problem being solved and the value they are offering the marketplace.
4. Devising a PR plan that generates buzz for your business.
5. Creating an elevator pitch

**Competency 4:** The student will create a comprehensive funding strategy for a new venture by:

- Communication
- Numbers / Data
- Critical thinking
- Information Literacy

1. Deciding investment amounts needed.
2. Identifying all potential investors and influencers.
3. Devising outreach plan.
4. Examining how to valuate a business and determine an asking price.