



Course Description

ENT2421 | Funding Your Venture | 3.00 credits

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.

Course Competencies

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:

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:

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

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning