

FINC 451 Starting a New Business

Entrepreneurial ventures need capital to support their business models, grow market share and create shareholder value. This course explores the core considerations in addressing the financing needs and challenges to support the launch and growth of new ventures as well as growth considerations when starting a business and achieving new milestones. Major topics include investment analysis, capital structure and valuation. Financing options available to new ventures at various stages of development are examined in depth. The criteria used by investors, debt financiers and other players in the capital market are also considered. *(Prerequisite: FINC 231) (3 credits)*

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical understanding of concepts in entrepreneurial finance and explain special aspects of funding new ventures as opposed to financing of mature companies considered in standard corporate finance theory.
2. Apply appropriate financial planning and valuation techniques to various new venture scenarios.
3. Critically analyse stakeholder relationships to generate new venture finance strategies that create and deliver sustainable value across complex networks.
4. Make effective and well-timed decisions about new venture financing and harvesting
5. Clearly communicate in writing and present your analysis and findings of a venture finance case investment opportunity.
6. Work as part of an effective team to prepare a viable business plan for a start-up or buyout business to a panel of venture capitalists.
7. Assess and integrate ethical, social and environmental considerations for responsible new venture financing.

Textbook & Course Materials:

- Entrepreneurship, 12th Edition, By Robert Hisrich, Michael Peters and Dean Shepherd

Course Content:

- Attributes of a successful startup and reasons of failure
- Process of launching a successful startup
- How to devise a plausible startup business idea
- How to convert the business idea to a business model
- Building a robust financial model along with projected financial statements
- Building various types of valuation models
- Constructing an implementation business plan
- Preparing funding requests
- Preparing incorporation documents to register the company
- Conducting business discussions with potential clients
- Market Analysis
- Competitors Analysis
- Simulating the implementation of the startup launch