



ESIL Toolkit: Decks available for training session

1. Due Diligence

Why do investors conduct Due Diligence?
What do they look for?
How do they perform a Due Diligence?
How long does it usually take?
How do entrepreneurs check out potential investors?

2. Company Valuation

What are the elements behind the valuation of a start-up?
What are the different approaches used to determine the value of a start-up?
How and when is valuation usually negotiated?

3. Deal Terms

What is the purpose and difference between Term Sheet, Shareholder Agreement and Statutes?
What are the key components of most Term Sheets/ Shareholder Agreements?
How are Deal Terms usually negotiated and created?
How long does it take?

4. Manage Investments & follow-on rounds

How and Why do Angels contribute know-how/support in addition to financing?
What are common challenges entrepreneurs face that angels should recognise?
When do follow-on rounds usually occur and how do they work?

5. Exit Investments

How do investors Exit investments?
What are the more common types of Exits for Business Angels?

- Sale of the start-up to a larger company
- Bankruptcy
- Repurchase of shares by new investor or founders/startup

How does the subject of Exit come up during the life of a startup?

6. Angel Investing for you

Who are Business Angels and what are their motivations?
What is the typical investment process?
How to get started?
How much time is needed to be a Business Angel?

7. Crowdfunding Platforms:

• 7.1 Starter Guide

A starters guide to investing via crowdfunding platforms (how CF fits in with early stage investing, differences, online pools vs direct, risks etc)

• 7.2 Building a Portfolio

Building a diversified investment portfolio via crowdfunding across multiple crowdfunding platforms (risk diversification via CF, hurdles, information flow)

• 7.3 Manage Investments and flow-on rounds

Crowdfunding as a follow-on funding for existing investment portfolios (entry point for angels, existing co's to raise 2nd round or do market validation via reward)

• 7.4 Crowdfunding Platforms and co-investment

Crowdfunding and co-investments (focus on funds, vc, angel networks, and gov. funds allocating funds alongside the crowd, how it works etc).

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8. Collaboration between BAs and BICs

Introduction

Business and Innovation Centres – definition and services

Access to finance as a service for startups and SMEs

Open Innovation – a gateway towards corporates

Why investors should work with EU|BICs?

9. Tutorial for a pitch deck

What you should know about a company first.

10. Deal making

Fundamentals of a transaction

Difference between matchmaking and deal making

The process of a negotiation:

- Business plan
- First filter
- Evaluation
- Valuation
- Term sheet
- Due diligence
- Closing
- Shareholders' agreement
- Financial transaction

11. Promotion & Sourcing deal flow

Promotion:

- Importance of your image

Scouting & sourcing deal flow:

- Importance of deal flow
- Sources of deal flow
- Quantity and quality of deal flow

12. Procedures & Communication

Why do we need procedures?

- Procedures for entrepreneurs
- Procedures for Business Angels

What are the different types and channels of communication?

13. Animer un réseau de Business Angels (Deck Available in French)

Practical aspects – Financing & sponsors and partners of the BA network

Practical aspects – Recruitment of Business Angels

Practical aspects – Communication: what, how and why communicate?

Management of the deal flow

*Some of the data included in this module might only apply in France

14. L'activité de business angel (Deck Available in French)

Definition of a business angel

What is the added value of business angels?

How do business angels operate?

What lies behind the success?

What mistakes to avoid?

Preparing an investment strategy

*Some of the data included in this module might only apply in Belgium

15. Financial Instruments for Business Angels

Knowledge Intensive Companies as a vital engine for Knowledge Intensive Regions

Ingredients for a good Early stage equity financial instrument

Equity instruments at EU level

Different equity instruments for different regions

Final recommendations

16. Investor readiness

This module presents in detail what an entrepreneur needs to know and tackles when he/she searches for a financial partner the key components of a pitch and an introduction to business modelling and the most common company valuation methods