**GETTING FUNDED 101: 6-WEEK PROGRAM AGENDA**

**Summary: The foundational elements of seeking and obtaining angel investments will be covered in a 6-week training series. Each class is 90 minutes long and scheduled 2-weeks apart. The cost for the course is $150 per person for the entire 6-week program, or $35 for each individual class.**

1. ACCOUNTING
   1. The Lingo
   2. Income Statements
      1. Revenue projections
      2. Margins
      3. Salary
      4. Expense projections
      5. Red flags
   3. Balance Sheet
      1. Cash
      2. AR
      3. Debt
      4. Liabilities
      5. Red flags
   4. Cash Flow
      1. From an investor’s standpoint
      2. How to calculate/project
      3. Red flags
2. STRUCTURING THE DEAL
   1. The Lingo
   2. Debt vs. Equity
   3. Valuation
      1. Various methods
         1. Pre-revenue v.s post-revenue
      2. Preferred methods
      3. Red flags
   4. Term Sheets
      1. Key provisions
      2. Examples
      3. Business structure
   5. Capitation Tables
      1. Detailed explanation
      2. Preferred Stock/Investors
      3. Debt vs. equity
      4. dilution/prior deals
3. HOW TO ATTRACT AND KEEP AN INVESTOR
   1. What Angels Want to See Other Than a Good Idea
      1. Portfolio Strategy
      2. Scaleability
      3. Coachability
      4. Firm structure
      5. Firm management
      6. Beta testing
      7. Financial projections/accounting
      8. Niche
         1. Exclusive IP
         2. Market segmentation
         3. Disruption
      9. Sound valuation
      10. Exit strategy
4. CREATING VALUABLE IP PORTFOLIOS
   1. The Lingo
   2. Forms of IP
      1. Patents
      2. Copyrights
      3. Trademarks
      4. Trade secrets
   3. Infringement Issues
      1. Clearance opinions
      2. Licenses
   4. Issues When There is No IP/Red Flags
   5. Creating IP Portfolio
      1. Patents
      2. Copyrights
      3. Trademarks
      4. Trade secrets
5. Effective Pitching
   1. Commonly Used Terms
   2. Who should pitch
   3. What should they bring
   4. What should they wear
   5. What should they say
   6. What should never be said
   7. Common mistakes
   8. Pitch practice - small groups
6. Investor Due Diligence
   1. Business Plan Review
   2. Management Structure
      1. Firm Business Structure Options
      2. Stock Types
   3. Site Visit
   4. References
   5. Competitive Analysis
   6. The Deal