

Guidelines for the whole training

1. Context

In the survey realized at the end of 2017 “**Report of The Research on The Barriers and Opportunities for Women Angel Investing in Europe 2017**”, women answer the question “*why you do not invest in startup*” by:

- *They lack understanding of the core process in angel investing and identify it as risky*
- *Many are unaware of tax breaks for risk mitigation*
- *They think that angel investing is only for the super-rich, with the belief that you have to commit very significant amounts of finance in each company.*
- *They lack understanding of how to find and invest in quality deals*
- *Many identify a lack of confidence in making a financial decision about making an investment in a small business*
- *Over half of them feel that life stage and other family financial priorities are a major reason for non-engagement in angel investing, as well as a lack of time, rather than actual financial capacity.*
- *Over half (54%) think that life stage and other priorities prevent them from angel investing*
- *They have not been made aware by their financial advisors about angel investing, or the tax breaks to mitigate risks, whilst the Financial Advisory community tend to direct women towards low risk areas of investment.*
- *The lack of access to angel groups or angel investors and the lack of visibility of this area of investing is seen as one of the main reasons why there are so few women angel investors compared to men.*
- *Most of the women non-investors do not know any female peers or female role models who are angel investing*

With these results, the group has decided to organize another training about becoming an angel, to address these questions, and to remove the barriers in women minds.

Our approach is to organize the training in 3 modules:

- **Module 1:** for women who are still hesitating, understanding what is a BA, and who could invest in a startup while keeping the family priority, having more self-confidence and thus making the decision to become an angel
- **Module 2:** for new BAs who have decided to become an angel investor, addressing the major issues that a woman business angel faces when planning her first investment. Taking part in a pitch meeting, asking the right questions and understanding executive summaries, due diligences, valorisation and finally, making the “right” decision.
- **Module 3:** for experienced BA who want to contribute more, take the lead on due diligence exercises, help other Women BA in their investment approach, accompany entrepreneurs (usually by being on the board), manage their own investment portfolio, and prepare for subsequent investment rounds and exit strategies.

2. Methodology

Each module is proposed as classroom-training session. They will be conducted by professional trainers for the whole session, with business angels and/or role models for cases studies and very concrete explanations.

For each module, you will find a “Detailed course outline” giving objectives of the sequence, timing, essential content and pedagogy, with a PowerPoint support.

The trainings are based on **discovery based training approach** or active training. It is why in each sequence you should find an exercise with work in subgroup, or interactive session, or Q&A.

The training will be organized as a workshop with exchanges and complements to specific contributions to meet trainees expectations. The educational methods proposed for the training are adapted to this approach:

- Participation of the trainees in the discovery of tools, interactivity and exchanges
- Practical applications, works in subgroups, simulations when possible based on personal situations of the participants...
- Theoretical contributions, proposal of tools ...

3. Organization of a training session

The “Detailed course outlines” given for each module are flexible, the duration is given as a reference but it could be shorter or longer. You may have to adapt the pedagogy and replace subgroups by interactive sequence if you want to shorten the module, or add more examples if you want to make it more concrete and longer. You could prefer to draw the attention on a part of the session and give more time for this sequence.

Each country may add some specific case studies, and different elements coming from the specific tax laws and context.

When you have to include specific information regarding your country, you will *find this box* in the power point support, for example:

Include here the average amount of investment in your country. the minimum and maximum investment

You could add some technical information in a documentation to be given to the participant at the end of the training, for those who want to go further.

We recommend groups between 6 to 12 trainees, it is easier to do a training and to facilitate sharing between participants.

You need to have:

- A room
- A video projector
- A paper board
- Marker pens...