

Module 3 - Guidelines for an experienced BA: How to do more for further projects

This module is for an expert BA.

This module is proposed with a duration of 0,5 day, but could be longer or shorter.

As for all the workshops, the time of every session is estimated. Their duration depends on the questions and objections raised by the participants. They can also be shortened for the preferred path, and fit the time available.

For example, for the sequence 5, where working in a subgroup is proposed, it can be done by using a brainstorming tool and take less than 1 hour.

This workshop could be held by 2 people for more ease; one managing the workshop (timing questions & answers) and the other, who is an expert in BA investing, giving their answers.

The goal will be reached more easily, if the training is very interactive and if every question has its answer.

Duration

Timing: 2 days

Objectives to lead a Startup Investment and Conduct Analysis:

- Take the lead on due diligence, calculate the valorization
- Negotiate the entry conditions
- Participate in the startup governance and accompany the entrepreneur
- Help other WBA in their investment approach
- Prepare for subsequent investment rounds and exit strategies

1. Methodology

The training is a discovery based training approach, or hands-on learning. Which is why, during each workshop, the exercise should with be divided into subgroups, interactive sessions, or Q&A. It should be conducted by a professional trainer, with business angels and/or role models to create cases studies with very concrete explanations.

The duration; 2 days, is given as a reference but it could be shorter or longer. For a shorter session, the curriculum can be changed by replacing subgroups by an interactive lesson. For a more concrete and deeper knowledge, add multiple examples. One might prefer to focus more on certain aspects of the session and in this case, add time to the workshop.

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

Change in the slide here legal form of companies in your country

To put the specific information for a certain country, it can be found in find this box in the power point support.

Additional technical information can be added in the documentation given to the participants at the end of the training, for those who want to go further.

Tools needed: room, video projector, paper board and marker pens...

	Timing	Subject	Content	Pedagogy & tools
Day 1 Morning				
9:00	30 mins	Understanding their expectations	Their questions, expectations... Program and objectives	Interactive Input
9:30	1 hr	Selecting a project	Executive summaries, analyze 2 or 3 projects and answer the questions: - What about this project tempted you to join? - What point will you have to look into deeply? Debrief and exchanges	Case studies in subgroups
11:00	1 ½ hrs	How to do Due Diligence	Due Diligence definition, role and methodology What information is missing to confirm an investment after the executive summary? Read 1 or 2 due diligences and say what criteria are necessary to confirm or cancel the investment Debrief on all the questions about due diligence: <i>Change in the slide here legal form of companies in your country</i>	Workshop Workshop: Show examples and make a critical analysis Show slides and exchange with the group
Afternoon				
14:00	1hr	Achieving due diligence	From the executive summary, list the precise questions needed to do the due diligence and the methodology available Best practices	Subgroups
15:30		Calculating the value	Some definitions Role of valuation How the creator does it and how the investors do it. Consequence of a valorization being too high or too low	Input and discussion Examples in subgroups
Day 2 Morning				
9:00		Verifying the shareholders agreement	Role, definition and principles What clauses will be inside and traps to avoid...? <i>In this part, you have to verify the entire legal disposals specific to your country, we have written in the slides about the laws spirit, but not the legal texts.</i> Give examples of articles badly drafted and ask where the problems are	Inputs and Q&A Must be done by a lawyer Subgroups
		Intellectual property	You could add here a part about intellectual property	Inputs and Q&A

			<p>The principles are in the slide</p> <p>Give examples of specific startups</p>	
		Participating in the startup governance	<p>The governing bodies in a start up</p> <p>Enter a strategic committee before a board</p> <p>The position of the startup and of investors</p> <p>Role and individual character of a strategic comity</p>	Input and exchanges
		Preparing the exit	<p>Importance of a successful exit</p> <p>Positive and negative exit</p> <p>Exit typology</p> <p>What could be done during the investment period to prepare the exit</p>	Input and exchange
	30 mins	Conclusion	Last questions...	Interactive