



# Certificate eCourse on Startup Fundraising and Investments

An insightful Short-term Training Program (STTP) on  
Investments, Fundraising, Pitching and adjacent concepts

**Designed for Freshers & Professionals, Startup Founders, Students, Faculty Members, Research and Scholars**

**Organised by GUSEC, Gujarat University** – India's only zero-day zero-cost startup support system & the Gujarat startup ecosystem's pioneer startup incubation authority; **in association with TiE Delhi.**

**Sept 20 to 24, 2021**



Last date for  
Registration  
**Sept 17, 2021**



Program Fees  
**INR 1500/-**  
(all inclusive)



More Details &  
Registration  
[gusec.edu.in/ec](http://gusec.edu.in/ec)

## Questions?

### Contact Us

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## Steps to Register:

- Visit [gusec.edu.in/ec](http://gusec.edu.in/ec)
- Register & pay online
- Receive online confirmation and instructions

# PROGRAM COURSE

## 1. Investment and Fundraising Basics

- Identifying the stage and financial requirements
- Various Types of Investments: Angel Investment, Venture Capital, Loan, Debt
- How to reach out to potential and relevant investors
- Communication strategies

## 2. Pitching and Pitching Deck Specifics about Investment Cycle

- Do's and Don'ts while pitching to Investors
- How to create a pitch deck
- Demo Pitching in presence of Investors with Individual feedback

## 3. Term sheets and Compliances

- What is a term sheet & understanding term sheets
- Discussion and Q/A with investment team post-investment
- Equity model, shareholder agreement and legal processes

## 4. Valuation and Investment Cycle specifics

- Techniques on valuation and negotiation

## 5. Government Grants

- Understanding different schemes and benefits
- Eligibility and procedure to avail