

Venture Capital Executive Program – May 19 – 23, 2008

The Venture Capital Executive Program provides education and training in the art of venture capital investing. In addition to the superb Berkeley faculty the course exposes participants to expert venture capital investors, institutional investors managing venture capital portfolios, lawyers specializing in venture investing and venture fund formation, and entrepreneurs. The program utilizes varied educational settings including case studies, panel discussions, electronic database research tools, and small sub-group workshops. In one brief week the program provides a sweeping overview of the venture capital marketplace, training in opportunity assessment, valuation, deal structuring, corporate governance, and harvesting investments. The program will address how corporate strategy can embrace venture investing, working with entrepreneurs and venture investors to further corporate aims. Four special industry panels of experienced venture capital investors will share their approaches to identifying opportunities and structuring investments in the most vibrant areas of venture investing, including:

- IT, Software, Telecom and Wireless
- Life Sciences and Biotech
- Energy, Green and Nanotech
- New Media, Content and Community on the Internet and Wireless

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The Setting: Creating the strategic framework for collaboration, corporate decision making, and introduces different models for VC investing.

The Tools: Focusing in on opportunity recognition and selection, valuation and financial modeling, deal term structure, new venture due diligence analysis, as well as corporate strategies, such as venturing, spin-outs, and acquisitions.

The Strategies: Covering the commercialization process of new technologies, product and market selection, marketing in the new venture environment, international venture capital investing in Asia and Europe including sourcing and assessing international markets.

Making it Happen: Enabling action by organizing and fundraising for venture capital firms, business and investment strategies over multiple rounds of financing, M & A and IPO legal and financial issues, and implementing in the real world.

In-Depth: The Venture Capital Firm

This optional session delivers hands-on methods for new VC firms, covering:

- VC Fund Life Cycle: Deal flow to liquidity,
- firm form and structure, compensation and fees,
- Fundraising: dealing with LPs
 - foundations
 - funds of funds
 - family offices
 - corporate offices
- Operations
 - culture and decision making
 - legal considerations

- insurance
- financial reporting
- investor relations

Panels

The Venture Capital Executive Program utilizes engaging lectures, case studies and industry leading panels.

- VC Panel: **Electronics, Telecom and Wireless Technology**
- VC Panel: **Life Sciences, BioTech and Medical Device Industry**
- VC Panel: **Nanotech and Green Technologies**
- VC Panel: **Media, Content and Community**

Who should take this program

This program is designed for serious investors in early stage ventures, and those building programs to support or work with them, including:

- Individual 'Angel" investors
- Venture Capitalists
- Corporate Executives
- Government Officials responsible for policy and economic development
- Entrepreneurs

Why take this program

Venture Capital is crucial to creating and maintaining a vital entrepreneurial economy, providing opportunities for technology entrepreneurship, to the growth and development of many ventures, large and small, to the business development strategies of major corporations, and to providing superior investment returns to long-term sophisticated investors such as college endowments and public pension funds. But this market is opaque and rapidly changing. Financial commitments are illiquid and often locked up for long periods.. This course is an essential tool for experienced investors, corporate executives and serious entrepreneurs to gain understanding and access to this unique, important and vital sector. You will learn from an expert blend of academics and practitioners. The program is structured to put you face to face with key players in the industry and to provide the opportunity for interaction and engagement. This course is a gateway to action.