VENTURE CAPITAL AND CORPORATE INVESTOR

Executive Program

CAMPUS BARCELONA
The pace of innovation is accelerating, changing markets and creating opportunities and challenges. Venture capital and Entrepreneurs are partnering to create ventures of astounding value, global impact and financial returns. Major corporations are threatened as never before. Changing opportunities that exceed their internal capabilities require a rapid response. At the same time, Entrepreneurs are creating new ventures with new technologies and business models that enable the rapid scaling these corporations need, disrupting traditional value chains and markets. Through open innovation platforms such as Corporate Venture Capital, Venture Capitalists are investing in these start-ups, allowing them to experiment, innovate and rapidly scale. Once the purview of Silicon Valley, this has become a truly global phenomenon.

This is challenging territory for everyone involved:
- How to set a global strategy?
- What are the right investing structures?
- What are the right ventures to pursue?
- What should the relationship be? Straight stock ownership or something more complex?
- Does the entrepreneur have to yield control over their venture?
- How to build a quality deal flow?
- What are the best practices of venture governance and oversight?
- What are the rules of the game between Entrepreneurs, Angel investors, Venture Firms and Corporate Investors?
- What are the common tools and metrics?
- How should Corporate Venture Units be organised?
- What can we learn from Silicon Valley?
- How do we apply it in Europe?

UNDERSTANDING THE TOOLS AND RULES OF THE GAME OF VENTURE CAPITAL, CORPORATE VENTURING AND SILICON VALLEY
Objectives

The goal of this active, dynamic programme is to share and learn the best program methodologies and practices of venture investing. With the engaged participation of Corporate, Family Office and professional Venture Capital investors, the programme will also yield an excellent networking opportunity.

Key Takeaways

- Dynamics of venture capital investment
- When to invest, when to exit
- Developing quality VC deal flow
- Deal structure and terms sheets
- Due diligence
- Valuation of VC Investments
- Investment, capital allocation and exit plans

Who should attend?

- Investors and entrepreneurs that wish to learn best global VC and venture development practice
- Corporate executives that manage innovation and corporate venture investing
- Venture capital fund managers
- M&A and Business Development executives
- Early stage venture investors who invest as individuals (Business Angel Investors)
- Family Office investment managers
- Entrepreneurs who are raising capital or planning exit strategies
- Successful entrepreneurs interested in participating and an investor or advisor
- Members of Boards of Directors
- Policy makers looking to encourage the creation of clusters of innovation in their region
- Service providers: attorneys, accountants, and consultants

Featured Faculty

Prof. Jerome Engel, is a world-renowned expert in venture capital and innovation education. An Adjunct Professor Emeritus at the University of California, Berkeley, he is the founding executive director of the Lester Center for Entrepreneurship, and the faculty director of the Berkeley Venture Capital Executive program. With over 20 years' experience as a practising venture capitalist, Professor Engel brings a career of Silicon Valley venture investing experience to the leadership of this program.

Each day will be enriched with guest speakers and panelists, including experienced Venture Capital and Corporate Venture Investors that are active in Europe and around the World. They will represent various investing perspectives, including best practices in achieving financial and strategic returns.

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FACULTY DIRECTOR
Prof. Jerome Engel

FORMAT
Intensive and interactive seminar

LANGUAGE
English

ADDRESSED TO
Investment professionals, venture firms, companies and entrepreneurs striving to gain results-oriented insight into the venture capital process

TUITION FEE
€3,950

ENROLL
For information and registration: executive@salleurl.edu

LOCATION
La Salle Campus Barcelona
Sant Joan de la Salle, 42
08022 Barcelona

ADDITIONAL LOCATION
4YFN Caldersa Stand
MediaTIC – 22@ Barcelona
Barcelona TechCity
MWC – Mobile World Congress

“TECHNOLOGY AND BUSINESS MODEL INNOVATION IS CHALLENGING LEADING BUSINESSES AND CREATING OPPORTUNITIES FOR ENTREPRENEURIAL AND VENTURE CAPITALISTS”
La Salle, an institution with more than three hundred years of history, is a founding member of Ramon Llull University, offering specialized university programmes in Architecture, Engineering, Business Management and Animation and VFX. With a clear international vocation, it’s one of 60 Lasallian university centres in 77 countries in the world, more than 1 million students and 10 million Alumni. La Salle is committed to Entrepreneurship through La Salle Technova Barcelona, an innovation park and accelerator for technology-based start-ups.

### COURSE SCHEDULE

**FEBRUARY 26TH-27TH-28TH-29TH 2020 BARCELONA**

<table>
<thead>
<tr>
<th>WHEN</th>
<th>WHAT</th>
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<tbody>
<tr>
<td><strong>REDUCED DAY, FEBRUARY 24TH</strong> - 4YFN Event - MediaTIC Barcelona Technology</td>
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<tr>
<td>10:30</td>
<td>Meeting Point</td>
<td>Hall Canalea Barcelona Plaza Hotel</td>
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<tr>
<td>10:30</td>
<td>Welcome and program overview + Discovering the new high tech startup trends</td>
<td>4YFN - Mercedes Benz Stand</td>
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<tr>
<td>12:30</td>
<td>Jerome Engel and John Hanke – How to scale through deep technologies and corporate collaboration</td>
<td>4YFN - Colònia Ribera</td>
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<td>15:00</td>
<td>Discovering 22@ Barcelona district - Building Knowledge Based Urban Ecosystem</td>
<td>MediaTIC - 22@ Barcelona</td>
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<td>17:00</td>
<td>Explore one of Europe’s foremost technology hubs</td>
<td>Barcelona Technovia</td>
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<td><strong>THURSDAY, FEBRUARY 27TH</strong> - La Salle Campus Barcelona - DayOne Barcelona</td>
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<tr>
<td>08:30</td>
<td>MRC - Meeting Point</td>
<td>Hall Port Fira Hotel</td>
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<tr>
<td>11:00</td>
<td>Global investing and market trends</td>
<td>Sala Congresso - La Salle Campus</td>
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<tr>
<td>13:00</td>
<td>Lunch - Discussion Groups</td>
<td>Sala Congresso - La Salle Campus</td>
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<td>14:30</td>
<td>Venture Capital Panel Discussion: Discover technology and investing trends</td>
<td>Sala Congresso - La Salle Campus</td>
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<td>15:30</td>
<td>Networking coffee</td>
<td>Sala Congresso - La Salle Campus</td>
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<td>16:30</td>
<td>Entrepreneurship and Venture Capital: A necessary marriage</td>
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<td>17:00</td>
<td>Opening reception + dinner</td>
<td>DayOne by Caixabank</td>
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<td><strong>FRIDAY, FEBRUARY 28TH</strong> - Sala Congresso - La Salle Campus Barcelona</td>
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<tr>
<td>09:00</td>
<td>Wake up coffee</td>
<td>Wake up coffee</td>
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<td>10:30</td>
<td>Deal screening and Opportunity Recognition</td>
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<td>11:00</td>
<td>Networking coffee</td>
<td>Networking coffee</td>
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<tr>
<td>11:30</td>
<td>Opportunity Capture and Scaling</td>
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<td>13:00</td>
<td>Lunch - Discussion Groups</td>
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<td>14:30</td>
<td>Corporate Venture Capital Panel Discussion: Discuss how they invest seeking strategic and financial return</td>
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<td>15:00</td>
<td>Networking coffee</td>
<td>Networking coffee</td>
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<td>16:30</td>
<td>Deal Structure, Terms, Valuation and Due Diligence</td>
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<td>18:00</td>
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<td><strong>SATURDAY, FEBRUARY 29TH</strong> - Sala Congresso - La Salle Campus Barcelona</td>
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<td>09:00</td>
<td>Wake up coffee</td>
<td>Wake up coffee</td>
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<td>09:30</td>
<td>The Role of Angel Investors and Family Offices Panel Discussion</td>
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<td>11:00</td>
<td>Networking coffee</td>
<td>Networking coffee</td>
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<td>11:30</td>
<td>Closing Discussion</td>
<td>Closing Discussion</td>
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<tr>
<td>12:00</td>
<td>Farewell Lunch</td>
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### About La Salle Campus Barcelona-URL

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La Salle Technova Innovation Park is one of the Top 10 Accelerators in Europe. In the last 15 years, more than 250 start-ups have received investment from Business Angels, Venture Capital Firms, Corporate, and with exit plans at MAB of Madrid and AIM of London. La Salle Technova is hosting the Presidency (2016-2018) of IASP - International Association of Science Parks and Areas of Innovation with with 400 member parks in 73 Countries. EIX Technova is a Network of Investors with 50 members that periodically analyzes investment deal flow at La Salle Technova.

To learn more, contact us: executive@salleurl.edu