



How to Raise Venture Capital

The Irish Venture Capital Association

in conjunction with

PriceWaterhouseCoopers

15th May 2008

at

**The IMI Conference Centre & Hotel
Clonard Campus Ltd
Sandyford
Dublin 16**

Course Details

This highly interactive one day course on how to raise venture capital has been designed by the Irish Venture Capital Association (IVCA) in conjunction with PriceWaterhouseCoopers. The course objective is to outline the process involved in raising venture capital.

Who Should Attend

The course is primarily targeted at entrepreneurs (owner/manager) of either new, or existing companies with:

- A clear and demonstrable business concept
- A business plan including basic financial projections
- An initial investment and the need for additional capital

What are the Course Benefits?

Participants will:

- Learn about the venture capital market in Ireland; the main players, available funds and who to target for funding.
- Understand the investment process of leading venture capital funds
- Learn how to structure a business plan most suitable for venture capital investment
- Identify the key legal and regulatory elements involved in the investment process
- Learn how to develop the optimum investment structure and how to identify options for exit

Delegates will also be invited to a dinner on the evening of the 15th May at which they will meet representatives from Irish venture capital funds and hear from entrepreneurs who have been through the venture capital process.

Tutors

The course will be run by experienced professionals from the venture capital and legal communities all of whom have relevant experience in analysing and structuring venture capital deals.

Cost

The cost of the course is €495 and includes all course materials, lunch and evening dinner. Accommodation (optional extra) can be arranged for the night of the 15th May.

How to Book:

To reserve your place please contact Ciara Burrowes at the IVCA secretary@ivca.ie (01-2764647). Please note that payment must be made in advance.

Course structure

- 8.00am Registration**
- 8.10-8.15 Introductory Remarks**
Joe Tynan: PwC
Michael Donnelly: Chairman IVCA
- 8.15-8.30 The Irish Venture Capital Market Overview**
Regina Breheny: Director General IVCA
- The long term goal of the venture capital fund
 - Added value of venture capital
 - Selecting the right partner
 - Key players
 - Current venture capital climate
 - IVCA (Irish Venture Capital Association)
- 8.30-10.30 How to structure your Business Model for investors**
Joe Tynan: PwC
John O'Sullivan: ACT VC
- Business plan structure
 - Proposing and developing the management team
 - Analysing the market
 - Pricing / Distribution / Promotional Plans
 - Competitive Analysis
 - Analysing competitive risks
 - Financial Planning / Projections for Venture Capital
 - Preparing the executive summary
 - Strategic partners
 - International growth
 - Exit opportunities / timing
- 10.30–11.00 Coffee Break**
- 11.00–1.00 The Legal and Administration Process**
Colm Rafferty: Maples and Calder
- Preparing for a funding round
 - Initial engagement – confidentiality and term sheet
 - Legal due diligence
 - Subscription Agreement
 - Warranties and Disclosure Letter
 - Shareholders Agreement and Articles of Association
 - Key employees – service agreements and covenants
 - Managing the share register and employee participation
 - Corporate governance post investment
 - Preparing for exit

1.00–2.00 Lunch and Networking

2.00–4.00 The Investment Process

Joe Tynan: PwC

Michael Donnelly: Growcorp Group Ltd VC

Shay Garvey: Delta Partners Ltd VC

- Initial evaluation
- Entering negotiations / confidentiality
- Business valuation
- Due diligence
- Business information disclosure
- Types of financing structure
- The role of professional advisors
- Personal financial commitment
- Negotiation of term sheet offer
- Syndication
- Shareholder dilution

4.00–4.30 Coffee Break

4.30–6.30 Realising Your Investment

Joe Tynan: PwC

Brian Caulfield: Formerly Trinity Venture Capital

- Developing shareholder value
- Exit options
- Trade Sale
- Management Buy Out
- Refinancing
- Floatation
- Company valuation
- Succession issues
- Choosing and linking with financial partners

6.30pm Summary and Close

7.30pm Networking Reception and Dinner

Networking dinner with introductions to Venture Capitalists and a presentation from an entrepreneur who has been through the venture capital process