



CAPITAL PLUS PRIVATE LIMITED

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WORKSHOP ON STARTING & RUNNING A BUSINESS

Course Objective

- Participants will gain a working knowledge of the issues involved in the commercialization of a business idea, the starting up of a company and the running of a business venture.

Intended Participants

- People who are intending to run a business venture

Course Duration

- 1 day per Module from 9.30am to 5.30pm

Course Outline

Module 1 – Getting Started

- ***Are you ready? Which Stage are you at?***
 - Idea/Seed
 - Start-Up/Product Development
 - Build-Up/Market Development
 - Expansion
 - Late-Stage/Matured
- ***How much money do you need and for how long?***
 - *Defining Milestones*
 - *Developing cash flow projections for each milestone*
 - *Conserving Money*
 - *Plan B*
- ***Where do I get Funding and what are the conditions?***
 - Government Grants & Subsidies
 - § EDB
 - § SPRING Singapore
 - § IE Singapore
 - Incubators
 - Angel Capital
 - Venture Capital
- ***What do VCs look for and how do they operate?***
 - Principles of VC Investing
 - What VCs look for in a company before they invest
 - § Rapid & High Growth



- Ø Market Size
- Ø Scalability
- § Intellectual Property or Value of Product or Services
- § The Business Model
 - ✓ Licensing
 - ✓ Manufacturing
 - ✓ Marketing & Distribution
 - ✓ Strategic Alliances
- § Management - Execution Capability
- § Exit Options
- The Investment Process
 - § Pre-Due Diligence
 - § The Term Sheet - Protecting the Founder's interests
 - § Due Diligence
 - § Documentation & Closing
- **How Should I Value my Company/Business?**
 - Willing-Buyer/Willing-Seller
 - Discounted Cash Flow
 - Expected Return
 - Ratchets
- **How Should I Structure the Investment?**
 - The Ideal Structure for the Entrepreneur
 - The Ideal Structure for the Investor
 - § Entry Valuation
 - § Milestones
 - § Earnouts
 - § Plan B
 - Exit Options for Investors
 - § Put Option
 - § M&A
 - § IPO
 - § Share swap
 - § "Russian Roulette"
- **What Would Be My Role in the Start-Up?**
 - Role of Founder, Owner and Management
 - Control & Management
 - § As a Shareholder
 - § As a Director
 - § As a Management staff
- **Maximising the chance of success – Learning from others**
 - Case Studies & Class Discussions



- **Module 2 - Running A Start-Up – The Basics that I should Know**

- Incorporating a Business
 - § Company, Partnership or Sole Proprietorship
 - § Company Secretary
 - § Company Directors
 - § Statutory Audits
 - § Tax Accounting
- Understanding basic financial statements and their impact on your business
 - § The P&L
 - § The Balance Sheet
 - § The Cash Flow Statement
 - § Distribution to Directors and Shareholders
 - Director's Remuneration
 - Director's Fee
 - Shareholders' Loan
 - Dividends
- The Logistics Channels
 - § Brand/Product Owner
 - § Manufacturers
 - § Wholesalers
 - § Distributors
 - § Agents
 - § Retailers
 - § End-Users
- Recruiting & Retaining Key Staff
 - § Share Option Plan
- Taxation
 - § Corporate Tax
 - § GST
 - § Withholding Tax
- Liabilities & Insurance
 - § Personal Liability
 - § Director's & Officer's Liability
 - § Corporate Liability
 - § Product Liability
- Understanding the language of the Banks
 - § Term Loan
 - § Overdraft
 - § Revolving Line of Credit
 - § Letter of Credit



- § Type of Security
 - Fixed & Floating Charge
 - Lien & Pledges
 - Collateral
 - Corporate & Personal Guarantee
- § Covenants
- § Defaults



BRIEF RESUME OF TRAINER

EU LEE KOON

Eu Lee Koon is the Founder and Executive Director of Capital Plus Pte Ltd. He started his career in the VC and Private Equity industry (VC/PE) with AIA-Walden, a joint venture between US-based Walden International Investment Group and the American Investment Group. While there, he assisted in the evaluation and investment of private unlisted companies in various sectors. Subsequently, he left to help set up and oversee the operation of an emerging country direct investment fund, whose major shareholders were Singapore's OCBC Bank and Temasek Holdings. He then worked for the Private Equity arm of the Government of Singapore Investment Corporation (GIC), where he helped to set up the Portfolio Monitoring Group, which oversees and conducts all post-investment activities such as Fund Administration, Portfolio Management and Divestment Planning & Execution.

Joining GIC at the beginning of the 1997 Asian Financial Crisis, he gained valuable experience handling troubled investee companies in the region affected by the crisis. While there, he also led a team to study the industry practices of various established Private Equity and VC fund managers in the US, Europe and Asia.

Throughout his career, he has had exposure to all aspects of VC & PE, from Fund-raising to Divestment.

Lee Koon holds a Bachelor of Engineering (honours) degree and an MBA from the National University of Singapore.



ABOUT CAPITAL PLUS PRIVATE LIMITED

General - Capital Plus Private Limited is a Singapore-incorporated company specializing in the provision of Venture Capital & Private Equity Training and Consulting services to the industry.

Training - Capital Plus has developed comprehensive and experience-based courses in VC/PE and related subjects. It has conducted customized in-house courses for Singapore's *TIF Ventures*, the *Economic Development Board*, the *Defence Science & Technology Agency* and *Agency for Science, Technology & Research*. It also conducts regular public seminars and workshops on VC/PE and related subjects at the *Singapore Institute of Management (SIM)*, the *Singapore Human Resource Institute* and the *Singapore Accountancy Academy*.

Consulting- Capital Plus offers Consulting services such as fund-raising for start-ups and early stage companies, investment due diligence, valuation and development of Business Plans. Clients include private companies as well as government agencies.