



CAPITAL PLUS PRIVATE LIMITED  
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## **COURSE ON VENTURE CAPITAL AND ITS ROLE IN THE FUNDING OF START-UP COMPANIES**

### **Course Objective**

- Participants will gain a working knowledge of the role that Venture Capital plays in the development of Start-Up & Early Stage (“S&ES”) companies and the issues involved in working with such companies.

### **Intended Participants**

- Staff who needs to work with S&ES companies in the area of assisting them in their funding needs and business development in order to develop or promote a technology or industry

### **Course Duration**

- 2 days from 9.30am to 5.30pm

### **Course Outline**

- Definition & Characteristics of S&ES companies
- The Funding Cycle
- Funding Alternatives
  - Private Capital
  - Angel Capital
  - Venture Capital & Private Equity
    - § Definition, Concept and Types of VC/PE investments
    - § Characteristics of VC/PE investments
    - § VC/PE as an Investment Asset Class
    - § VC/PE as a Source of Capital
    - § VC/PE as a Strategic Corporate Tool
      - Fund versus Grant – The Multiplier
    - § Process
      - Deal Origination
      - Deal Screening
      - Deal Evaluation – Due Diligence



- Deal Structuring – Terms & Pricing
- Deal Closing
- Deal Monitoring
- § What VCs look for
  - Market Size
  - Scalability
  - Value of Product or Services
  - Execution Capability
  - Exit Options
- § The Business Model – From the Laboratory To the Market Place
  - Licensing
  - Manufacturing
  - Marketing & Distribution
  - Strategic Alliances
- Loans
  - § Banks
  - § Private Investor
- Government Grants & Subsidies
  - § EDB
  - § SPRING Singapore
  - § IE Singapore
- Reading & Recasting Financial Statements
  - Why accounts of most private companies do not reflect realities
  - Unlocking the True Value from the Financial Statements
- Investing in S&ES companies
  - Role of Founder, Owner and Management
  - Protection of Intellectual Property Rights
  - Valuation Techniques
    - § Net Asset Value
    - § Discounted Cash Flow
    - § Expected Return
    - § Capitalisation of Earning
    - § Ratchets
  - Structuring To Minimise Risks & Optimise Performance
    - § Entry Valuation
    - § Milestones
    - § Earnouts
    - § Plan B
  - Control & Management



- § As a Shareholder
- § As a Director
- § As a Management staff
- Performance Measurement & Monitoring
  - § Basics of Measurement Performance – Time Value of Money
  - § Discount Rate
  - § Capitalisation Rate
  - § Internal Rate of Return
  - § Concept of Dollar-Weighted & Time Weighted Return
- Risks For Investors
  - § Product Development
  - § Funding/Dilution
  - § Market
  - § Execution
  - § Exit
- Exit Options for Investors
  - § Put Option
  - § M&A
  - § IPO
  - § Share swap
  - § “Russian Roulette”
- Case Studies & Class Discussions



## **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 mainly technology companies. 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.

His most recent appointment was at 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 VC and Private Equity 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*, *Agency for Science, Technology & Research* and the *Defence Science & Technology Agency*. 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.