



*Shaping Skills & Startups*

Silicon Valley | Wilmington  
[www.innoventurepartners.net](http://www.innoventurepartners.net)



# Innoventure Startup Program

Training | Funding | Mentoring



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## About IFF

- A CA-based, DE subsidiary of Silicon Valley Enterprises ([www.sveinc.net](http://www.sveinc.net)), serving as its 1 of 4 VC ecosystem platforms.
- A venture design and funding firm – a VC learning academy with own proprietary E&ED curriculum, faculty, incubator, and \$100M seed capital fund – developing distinct founder competencies and startups.
- A startup platform of full-scale entrepreneur ecosystem – training, seeding, and talent-mentoring founders in validating scalable startups for growth-funding by its VC sister-platforms.
- A holistic E&ED center with innovation and prototype labs and collaborative workspace for building market pain-point solutions.

## E&ED Impact

### Entrepreneurship & Enterprise Development

- Engine of economic development, responsible for creating over 60% of new jobs in the US.
- A gamechanger – has rewired “Corporate-America” into “Entrepreneur-America” and “Corporate Finance” into “Venture Funding”.
- A risk-mitigation key-enabler – creates scalable solutions to human challenges, clearing the path to new industries and markets and so, driving growth and transformation.
- A job-creation panacea – particularly for countries of youth-skewed (18–35-year) populations with high youth-unemployment in this digital-economy era.



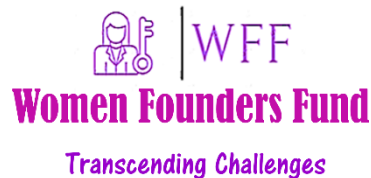
## Startup Program Overview

- A VC-backed, STEM-driven Startup Program – it trains, funds, and mentors aspiring-founders in shaping and scaling product-solutions to human challenges – developing their vision and skills in venture discovery, development, delivery.
- A 26-week, immersive VC program of 3-tracks: (i) Founder Training; (ii) Startup Incubation with seeding; and (iii) Venture Acceleration with growth-funding and mentoring – walking innovators through building startups from lab to market – not just learning, but actually building companies into acquisition targets.
- A proprietary E&ED curriculum, crafted by Silicon Valley & Wall St. veterans for empowering founding-teams with the skills, tools, and funding needed to build transformational companies for delivery on capital markets.



## Powered by

Specialist-firms of VC, STEM commercialization, investment banking, capital markets:



## Summary of Tracks



### Track-1 – Founder Training:

A 10-week rigorous course of core E&ED, combining instruction with mentoring in innovation, VC and capital markets. It covers 47 lessons on how to develop and execute a compelling business plan. It starts with 16 foundational course-lectures and vision-setting workshops in VC & STEM commercialization, business operation, capitalization & fundraising, equity & debt term sheets, marketing, and corporate law. Then come 25 lectures that grill into each core business discipline in startup validation, seeding & capacity building, growth and scaling.

- **Outcome:** Fully trained entrepreneurs, skilled in all VC-E&ED algorithms; with identified product-solutions, business plans, and startups for due incorporation and incubation.

### Track-2 – Startup Incubation & Seed Funding:

Trained Founders with a compelling business plan enroll in this 8-week incubation, seeding and mentoring track. IFF invests up to \$1M in acquiring an equity interest in their startups as its joint portfolio companies with their Founders. The proceeds as seed capital will be used for incorporating the startups, validating/patenting their IPs, building their operations and teams, and gaining early-customers. Startup-teams attend mentoring by their assigned lead-mentors and advisors on venture development and growth.

- **Outcome:** A portfolio of early-stage startups with validated product-solutions, biz plans, growing teams and early-customers; being funded for capacity building & traction through their series-A offering in a part-equity and part debt-financing structure.

### Track-3 – Venture Acceleration & Growth Funding:

Post-incubation, revenue-generating startups undergo this 8-week growth-acceleration and mentoring track, wherein IFF invests up to \$10M in each, with follow-on funding for value-creation. They are mentored in scaling and commercialization, integrating resource-efficient strategies and processes to grow revenues, boost profits, and multiply their valuation – thus becoming more attractive to investors and customers. They are coached in devising their exit strategy and introduced to industry contacts, events and funding alternatives – helping them deliver on their milestones and target dates.

- **Outcome:** A portfolio of growth-stage, profit-posting companies with growing market shares, scaling plans and capable teams; being growth-funded for value-creating initiatives toward their IPO or acquisition delivery.

# Foundational Course Lectures



## Prologue: Why Business Plans Fail

- Ten Pitfalls to Avoid

## Entrepreneurship Basics

- Personal and Business Criteria
- Entrepreneurial Characteristics
- Entrepreneurial Myths
- Opportunity Identification

## Entry Strategies

- Business Strategy
- Starting a Venture
- Business Valuation
- Business Model Characteristics

## Legal Aspects

- Forms of Organization and Ownership
- Intellectual Property
- Protecting Business Interests
- Government Regulations

## Business Planning

- Critical Planning Documents
- Plan Overview and Writing Tips
- Feasibility Plans vs. Operational Plans
- Concept Development
- Strong Attributes of Successful Products

## Executive Summary

- Concise Explanation of the Business
- Market Size and Market Need
- Company's Unique Qualifications

## Company Analysis

- Company Profile
- Past Accomplishments
- Unique Qualifications

## Industry Analysis

- Market Size & Trends
- Customers & Competition
- Data Sources
- Multiple Industries

## Customer Analysis

- Customer Identification/Definition
- Customer Demographics, Needs
- Multiple Customer Targets & Partners
- The Customers' Customer

## Competitive Analysis

- Defining Competition
- The Competition Dilemma
- Solving the Dilemma
- Competitors and Competitive Advantages

## Marketing Plan

- Market Research
- Analyzing the Market
- Promotions, Pricing & Place
- Market Penetration
- Customer Retention
- Partnerships

## Operations Plan

- Everyday Processes (Short-Term Processes)
- Business Milestones (Long-Term Processes)

## Management Team

- Profile of Key Team Members
- Shaping the Team to the Mission
- Hiring, Motivation and Delegation
- Management Team Gaps
- Profile of Board & Advisory Members
- Management Infrastructure

## Financial Plan

- Budgeting & Financial Ratios
- Detailed Revenue Streams
- The Pro-Forma Financial Statements
- Validating Assumptions and Projections
- Sources and Uses of Funds
- Exit Strategy

## Social Responsibility

- Social and Political Franchise
- Entrepreneur's Scope of Concern
- Company Culture
- Environmental Constraints

## Business Plan Appendix

- NDAs
- An Ideal Business Plan Length
- Biz Plan Formatting, Charts and Graphics
- Incorporate Investor Feedback in Your Biz Plan

# E&ED Training Lessons



## **Entrepreneurship in a Tech-Driven Economy:**

1. Leadership Skills, Values and Team Management.
2. Entrepreneurial Management.
3. Competitive Global Strategies.
4. Managerial Economics.
5. From Lab to Market.
6. Technology Workshop.
7. Enterprise Innovation

## **Creating New Ventures:**

8. Judging Entrepreneurial Ideas.
9. Goals and New Venture Creation.
10. Four Steps to Entrepreneurship.
11. Critical Entrepreneurial Skills.
12. Entrepreneurial Vision.
13. Entrepreneurial Leadership.
14. Keys to Entrepreneurial Success.
15. Challenges for College Students and First-time Entrepreneurs.
16. An Entrepreneur's Biggest Cost.

## **Fundamentals of Business Plan**

### **Development:**

17. The Ideal Length of Your Business Plan.
18. Two Types of Biz Plan Executive Summaries.
19. How to Size an Emerging Market in Your Business Plan.
20. Analyzing Customers in Your Business Plan.
21. In Business Planning, Competition is Good.
22. The Marketing Plan and the Four P's.
23. The Operations Plan Section of Your Biz Plan.
24. The Management Team Section of the Biz Plan – Don't Just Include Resumes.

25. Developing Realistic Financial Assumptions in Your Business Plan.
26. "Why You, Why Now" – A Critical Component of a Winning Business Plan.
27. Perfecting the Elevator Pitch.
28. Realism vs. Optimism in the Biz Plan.
29. Using Graphs and Charts in Your Biz Plan.
30. Documenting Partnerships in Your Biz Plan.
31. Documenting the Exit Strategy in Your Biz Plan.
32. Incorporating Investor Feedback into Your Business Plan.
33. Updating Your Business Plan.
34. Small Business vs. VC Business Plans.
35. Fundraising – How Long Does it Take?
36. VC Funding: Is It Within Your Reach?
37. Identifying the Right VC Firm Partner.
38. Describing IP in Your Business Plan.

## **The Capital-Raising Process:**

39. Term Sheet's Role in Raising Venture Capital.
40. Finding the Right VC Firm.
41. Angel Investors: Who & When Are They Appropriate.
42. Alternative Venture Finance: Federal Grants, Loans, and CSR/Philanthropic participation.
43. Alternative Venture Finance: Shell Corporations.
44. Venture Capital Negotiating Issues.
45. Pre-Money vs. Post-Money Valuation.
46. Use of Common Stock in VC Transactions.
47. Issuing Warrants to Investors.

# VC Training Lessons

A core set of skills that founders, venture capitalists, and investors should master – comprising the venture funding, building and delivery processes, metrics and regulatory ecosystem.



## 1. Venture Fund Fundamentals

- How funds are structured and managed.
- Their strategy for raising venture capital.
- Their investment thesis, shaping their deal sourcing & closing strategy.
- How founders can align their own investment thesis with that of VCs.
- Where early-stage VCs Invest.
- LPs & how they Team Up with VCs.
  - Limited Partners
  - The General Partner
  - The Management Company
  - Management Fee & Carried Interest
- Equity & Convertible Debt
  - Debt, Equity, Bridge financing
  - Liquidation Preference
  - Employee Equity
  - Anti-Dilution Protection, Governance, Board Structure.
  - Anti-dilution provisions may “re-price” a Preferred Stock funding.

## 4. Deal flow & Sourcing

- How to develop a deal funnel and strategy to attract/find best deals.
- Impact VC Funding vs. Financing.
- Venture lending for growth-stage investor-backed companies.

## 2. Startup Fundamentals

- How startups are formed & structured;
- How investors DD them, and how startups can prepare for this DD process.
- Legal, financial, operational, and IP issues that VC-backed startups and investors face.
- Entity Formation
  - Founders Equity & Fundraising
- Securities Law
  - IP and Venture Deals
  - Creating an IP Strategy
  - Open Source
  - Ownership Issues & Common Pitfalls

## 5. VC Funding Model

- Types of venture funding models using capitalization tables.
- Priced Round (Series A)
  - Priced Round (Series A) with Converting Securities
  - Priced Rounds funding for Early-Stage & Growth-Stage Investors
- Funding Round (Series B)
  - Down-Round (Series B)
- Simple Acquisition (M&A)

## 3. Venture Deal Fundamentals

- How venture funding deals are Deal sourcing structures and strategies.
- Term Sheet
  - Economic & Control Terms of the Term Sheet
- Capitalization Table

## 6. Other VC Topics

- Portfolio Construction
- IPOs, SPACs, Spinoffs, M&As
- CVC and VC Fund Third-Party Providers.
- Regulatory & Public Policies Impacting the Entrepreneurial Ecosystem.

## Startup Pilot Program

KBE developers including SMB funds and business colleges looking to deploy E&ED for growth and transformation typically pilot-commission our VC-backed flagship Startup Program, with the aim of scaling in a public-private partnership upon pilot success.



The “Commissioner” will lead-sponsor a cohort of 30-50 aspiring-founders as its pilot-cohort, who IFF will fully train and then, for its own investment portfolio, will lead-fund and mentor in building impactful startups into economic contributors, being the pilot program objective.

The Commissioner bears \$60k per student-founder in training and mentoring fees. IFF will help the Commissioner raise co-sponsorship participation, involving federal grants, FA programs, VC/PE funds; as well as philanthropic, social-entrepreneurship and CSR empowerment initiatives.

Post cohort-training, IFF will lead-invest up to \$1M in seeding and incubating each startup as its joint portfolio-company with their trained founders; and up to \$10M in growth-funding each, with follow-on rounds including acquisition capital for their value-creation – involving co-investors including its parent and affiliate-funds.

In teamwork with the Commissioner, IFF will engage the region’s academia, financial and development-mission community in conducting its Startup Pilot Program, and its 400-preceding webinar-lectures in VC-E&ED industry & regulatory ecosystem, aiming to foster STEM venture education and support the Pilot-Cohort Startups.



### **Pilot Program Outcome:**

A portfolio of 30-50 growth/late-stage, revenue-generating ventures of proprietary tech/products; with capital-markets delivery plans and capable teams – creating employment and value-chain opportunities for other entrepreneurs, investors, and service providers.



Get in touch –  
we'd be pleased to answer any  
question...



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