

## Workshop on Raising Capital for New Startup, Family Business or Corporate Projects

**Family Business  
Management**

**Aug 17 & 18, 2016**

Time 9:00am – 5:00pm

Venue: CEE@IBA, Karachi



### **Program Overview:**

Many business owners list access to capital as being their number one barrier to growth. While capital is critical to the growth of any business, raising money from investors and banks is still one of the most misunderstood skill-sets across the business landscape. The Capital Raising Workshop is a comprehensive, two-day workshop in which you will be exposed to strategies that will enable you to maximize the value of your business and show you how to become investor ready. Financial capital comes in various forms such as debt versus equity, short term debt versus long term debt. We will cover the specific reasons why a business owner should pursue a particular type of capital, the available sources of each kind of capital and the advantages and disadvantages of each type of capital. We will also discuss the capital raising process through case studies of each business class.

### **Who should attend?**

Anyone want to grow their business and needs capital to do so:

- Family Business Owners
- Startup Founders/ Setting New Ventures in Current Business Setup
- Corporate CEOs and CFOs

How will you (participant) benefit? Participants will learn the advantages of different forms of capital, the company characteristics required for each source of capital and how to access the capital sources.

Material Covered: The class will use a combination of lectures, discussions and case studies to highlight how companies gain access to capital.

## FACULTY

### Professor Peter N. Scott

Trainer's Profile: Peter Scott brings over 25 years of experience ranging from engineering to business management and new venture development. Currently he is developing a partnership strategy for Vayu Aircraft and developing a roll up growth strategy for a software company in the training/simulation market and is closing on the first acquisition at \$10 million deal. Most recently he was a Professor of Entrepreneurship at Syracuse University, where he developed a new class on venture investing. He has also developed entrepreneurial training material for incubators and universities in the Kingdom of Bahrain, and taught in S. Korea and China. He began his career designing aircraft engines for GE, has a BS of Aerospace and Mechanical Engineering from the University of Michigan, an MS of Aerospace Engineering from the University of Cincinnati and an MBA again from UM.

## Testimonials

New Venture Investing – Students learn to be startup investors  
Syracuse University – Spring 2013

One learning goal of the course was to understand the considerations and implications of growing a startup, especially if it intends to seek funding. At the time I just began working on a startup that I continue to pursue today: iSucceedOnline, Inc. The startup builds software that helps young adults with reading comprehension. Peter Scott's course was very relevant both at the time and still today as I work to maintain a revenue stream. The principles taught through a hybrid of lectures and community-based work served as a baseline for some of the strategic decisions I am making today.

Professor Scott helped us learn about numerous characteristics of startups that investors can consider, such as team structure, market size, technology viability, corporation types, and financials. Professor Scott's course also helped me think about team. In fact, I am very thankful for the discussions we have had about this well after the course ended, as they have helped guide carefully planned decisions that can help grow the company.

Koby Brandstein

Founder: iSucceedOnline, Inc USA

Training of Entrepreneurship Trainers  
Manama, Bahrain – March 2015

I really enjoyed the trainer and the complete workshop location, material, friendly atmosphere, networking and learning opportunity. Thank you.  
Mohammad Allam Al-Qaed  
Bahrain Bank for Economic Development, Kingdom of Bahrain

Training of Entrepreneurship Trainers  
Manama, Bahrain – March 2015

I enjoyed all parts of training, thanks to Center for Private Enterprise and SEED and all teams. Special thanks to Prof Scott. Thank you all for giving me the opportunity to attend this workshop.

Dr. Anji ben Hamed

Ahlia University, Kingdom of Bahrain

## TOPICS COVERED

1. Why Great Businesses Focus on Building Significant Value?
2. How Businesses are Valued?
3. Sources of Capital – for Startups, Family Businesses and Corporate Projects
4. Forms of Capital
5. Financial Due Diligence
6. Acquisitions
7. Case Studies of Financing Strategies have Used to Raise Capital

## Workshop Fees PKR 30,000/participant

Inclusive of Course material, IBA Workshop Certificate,  
Lunch, Refreshments & Business networking

*Experience*

## EXECUTIVE EDUCATION

Center for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

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