

Centre for Innovation, Management and Enterprise Education presents:

FINANCING AND VALUING A PRIVATE BUSINESS

This workshop focuses on financing and valuing a private company. The primary objective of the course is for participants to learn how to make financing decisions in an environment characterized by high degree of uncertainty and information asymmetry. We will first highlight the importance of understanding financial information and financial planning and discuss basic steps in the entrepreneurial process pertaining to financial planning, forecasting, and analysis. We will discuss different types and costs of financial capital through the business life cycle, including venture capital and angel investors. This part of the seminar will provide an overview of the venture capital industry (players, organizational forms, contracting), and introduce participants to the challenges of structuring venture capital deals. In the second part of the seminar we will place a quantitative value on new business ideas. Valuation of start-up firms is notoriously difficult and requires a lot of assumptions and reliance on soft information. We will focus on the discounted cash flows (DCF) method used to value start-up companies. The last part of the workshop will consider different exit strategies and analyze various challenges associated with each exit venue.

Tatyana Sokolyk is an assistant professor of Finance at Brock University. Her research interests are in entrepreneurial finance, corporate governance, and international investments. Dr. Sokolyk's research in entrepreneurial finance focuses on ownership structure and the use of credit by young entrepreneurial firms. Her research papers have won the best paper awards at several academic conferences and have been mentioned in *The Financial Times* and *Boston Globe*. Dr. Sokolyk taught entrepreneurial finance at the University of Wyoming prior to joining Brock University's Goodman School of Business.

Two Tuesday evenings, May 7 & 14, 2013, 6:30-9:30pm

Chamber Education Centre, 1 St. Paul St., St. Catharines

\$249 plus HST