



START-UP

Start-up CFO 2

Learn the key building blocks of a solid financial foundation for start-ups.



ABOUT THIS COURSE

Entrepreneurs are often confronted with multiple challenges when founding a start-up. First and foremost, solid financing is the foundation for the company's success. Only if the necessary capital is available, entrepreneurs can build up the business and make investments accordingly.

In this introductory course on Entrepreneurial Finance, you will learn which strategies and sources of financing exist and which investors are particularly relevant for start-ups. You will also learn more about the role and importance of a Chief Financial Officer (CFO) in new ventures. Our tips and tricks will help you with the first steps of financing your company and give you practical advice on what to look out for.

Besides online lectures, you will engage in assignments that will help you understand how entrepreneurs think and act. Actual case studies and examples from companies will be used to help you better prepare for actual situations. In addition, the concepts will be discussed in relation to their theoretical grounding in academic literature.



PREREQUISITES

This course requires **no mandatory prerequisites**. However, without prior knowledge in the field of entrepreneurship we recommend to complete the micro-modules of the “Thinking and Acting like an Entrepreneur” series as well as “Start-up CFO 1” first.



LEARNING OBJECTIVES

In this course you will learn

- How do I find a business angel?
- How do I approach investors and what do I ultimately need to get started (e. g. business plan, pitch deck, etc.)
- What should I look out for to avoid common pitfalls of my start-up CFO?



INSTRUCTOR

Your instructor is **Professor Malte Brettel** of RWTH Aachen University in Germany. He is professor of Innovation Management and Entrepreneurship at RWTH Aachen University. His areas of research interest include entrepreneurial management and development, entrepreneurial marketing, entrepreneurial finance, and innovation management.

He has published several books as well as in many academic journals, such as in the *Strategic Management Journal*, the *Journal of Product Innovation Management*, the *Journal of Business Venturing*, and *Marketing Letters*.

In addition to his academic career, Professor Brettel has cofounded several of his own companies, has served as managing director in these companies and is an active business angel. He is also currently serving as a Vice-Rector for Industry Relations at RWTH Aachen University in Germany.



COURSE STRUCTURE & TOPICS

The objective of this course is to teach you the basics of Entrepreneurial Finance and to help you apply your new theoretical knowledge to real-life examples.

The course is structured along two sections:

Section 1: Business Angels

In the first section you will get a detailed insight into the world and

working methods of business angels. You will learn about different characteristics of business angels and what role they play in the capital market. We will also explain how to choose the best business angel for your company.

Section 2: Valuation

In the second section you will learn quite operationally how to write a business plan and how to approach investors. You will also get an introduction on how to prepare a pitch deck. You will learn about different valuation models for your company and how to best approach investors. In addition, we show you why not every start-up is successful and what mistakes you can avoid up front.

This course is self-paced and will be hosted on the edX platform. You will listen to Professor Brettel's **video lectures** supplemented by additional content. After each video, you will be asked to answer a few recap questions. After completing the lectures, you will receive a short online assignment to apply the content to a real business case. Upon completion of the lectures, your knowledge will be tested in an **exam during the RWTH examination period**.



FINAL EXAM

The final exam is offered during the RWTH Aachen University exam period later in the semester. Each micromodule of the Entrepreneurship 101 course offering will be examined on the same day. Should you take more than one micromodule of Entrepreneurship 101, the content of all micromodules you wish to take will be examined in one written exam. During the exam, you will be asked to complete one block of questions per micromodule. The blocks can be completed sequentially and within the same examination date.

GRADING

The final grade will be your grade of the final exam (weight = 100%).



DISCUSSION FORUM

The discussion forum for this module is the place to ask questions and share thoughts, and we highly encourage you to participate and help each other. A facilitator from the course team will monitor the forum and answer questions in a timely manner. Additionally, the goal of the discussion is to offer a place for students to connect and help each other with questions – after all, this is the fastest way to learn!