

	Course / Link	Learning objectives	Speaker
Level 1: Basics	Financing your idea https://bit.ly/36bXqAC	1. What are the financing essentials for startups? 2. What is the relevance of yield and risk? 3. How can we analyze investment decisions?	Joaquin Soucheiron, Managing Director Aumented Reality Experts
	Strategic management https://bit.ly/3n0POC4	1. What are market parameters? 2. How can you define an organizational identity 3. How to conceptualize differentiation and profitability	Guido Baltes, Scientific Director and professor Costance University
	Competition https://bit.ly/342DJsx	1.Types of competition 2.Competition analysis 3.Competitive analysis	Robert Koning, Chief Executive Officer VC Ventures
	Pitching in front of investors https://bit.ly/2E1OMOW	1. Give insights on how to approach investors 2. Better structure an investment pitch 3. Better prepare entrepreneurs to more successfully negotiate with investors	Itxaso de Palacio, Investment Director Notion capital
	Business model https://bit.ly/36bYhkO	1. How can you determine if early adopters are representative of the whole market? 2. What criteria is necessary when determining fundraising levels? 3. What is the key to identifying the right investors in outreach campaigns?	Marvin Liao, Partner and Investor 500 startups
	Revenue model https://bit.ly/344Eu4n	1. What is revenue model? 2. What are examples of revenue models? 3. What are some specific aspects that define revenue models?	Juan Lopez Santamaria, Investment Director Kibo Ventures
	Customer feedback https://bit.ly/30elJCQ	1. Why should you gather customer feedback? 2. Why should be involved or interested in customer feedback? 3. Why are some techniques to ensure the receipt of valuable customer feedback?	Alexis Brion, Head of Allianz Solutions
	Leadership and team building https://bit.ly/348JFQL	1. What are investors looking for in core teams? 2. What roles external investors play withing the core teams? 3. How can startups strategically attract and engage talent when expanding their core?	Juan Alvarez de Lara, General Partner Origen Ventures Fund
Level 2: Financing	Financial strategy https://bit.ly/3n0QMTK	1. How do CVCs work? 2. What is your ideal investor financial strategy and how do they scout for the best startups? 3. What is the investment process and what is the timeframe in which it is facilitated?	Enrique Dupuy, Head of Global investments Wayra (Telefonica Group)
	Co-investment https://bit.ly/3cCTbzd	1. Conceptualizing co-investment 2. Understanding the investment process and the role of the lead investor 3. Dynamics of co-investment and investor alignment	Itxaso de Palacio, Investment Director Notion capital
	Due diligence https://bit.ly/36f24y4	1. How can you effectively use your network to help critique your business model, presentation, and pitch? 2. What is it important to address competition in outreach campaigns? 3. What do investors consider important when making investment decisions?	Marvin Liao, Partner and Investor 500 startups
	Company valuation https://bit.ly/3cB3PXv	1. What are investors looking for? 2. How can you close or breach the gap of expectations in valuation fundraisings? 3. How can you value companies or ventures that are not already profitable or have other special characteristics?	Oriol Juncosa, Managing Partner Encomenda Smart Capital
	Globalization https://bit.ly/30ecxpC	1. How can you build global ambition? 2. How can you strategically find the right partners and align incentives? 3. How do you customize product and message to appeal to the market?	Isaac de la Peña, General Partner Conexo Ventures

Level 3: Advance Financing	Exit strategy https://bit.ly/2EKmX8Y	1. What are the best practices of entrepreneurs considering exit strategies? 2. How do startups acquisitions differ from classical horizontal M&As? 3. What are some recommendations to consider for successful exits?	Aquilino Peña, Venture Capitalist Kibo Ventures
	Getting investment ready https://bit.ly/34bNQeK	1. Understanding the key steps in the product development 2. Is your team ready? 3. How do you look at the market?	Luca Venza, Director of Technology Transfer IESE Business School
	Alternative finance https://bit.ly/2GdJIYA	1. What are some trends and opportunities for alternative financing? 2. What are ways in which alternative financing is adding value proposition to ventures? 3. What is the future of alternative financing and how can your venture benefit?	Josemaria Siota, Executive Director, EIC IESE Business School
Appendix: Industry and technology	Healthcare https://bit.ly/3kUm90B	1.How is healthcare sector innovating? 2.What is a potential roadmap for successful collaboration or partnership with healthcare corporations? 3.What are some chrematistics of successful healthcare startups?	Francesca Wuttke, Chief Digital Officer Almirall
	Key enable technologies https://bit.ly/3kM0EPw	1.What are some trends and technologies that are redefining markets? 2.How can we incorporate these into startups? 3.In what ways can they benefit or improve a startup?	Isaac de la Peña, General Partner Conexo Ventures
	Information and Communication Technologies: Devices https://bit.ly/336Kz0G	1.Mobile devices are already disruptive, but what is next? 2.How are we moving from smart devices to intelligent devices? 3.How can we benefit from opportunities that stem from the shift to intelligent devices?	Francisco Jeronimo, Associate Vice President Devices, IDC EMEA
	IP protection https://bit.ly/3kM0OGC	1.Why is important to understand IP assets? 2.What do investors consider important regarding IP? 3.What is the role of IP in corporate partnerships?	Clara Pombo, General Director Clarke Model &Co.
	Fintech https://bit.ly/346l4fb	1.How can you find and develop your niche for your venture? 2.How can you find and foster collaboration with the best partners? 3.What is important to keep in mind in the design phase of financial platforms and services?	Smriti Vicari, Executive Director of Fintech VISA
	Insurtech https://bit.ly/3kU74w6	1.What is insurtech? 2.What are the current trends in the insurtech sector? 3.What kind of opportunities are available in the insurtech sector?	Alexis Brion, Head of Alliaz Solutions
	Deep tech https://bit.ly/2EidoHy	1.Understanding the tech transfer process 2.Get ready to launch 3.How to quickly adapt to the new reality	Luca Venza, Director of Technology Transfer IESE Business School
	Biotech https://bit.ly/2Gflc2G	1.What are some traits of successful biotech ventures? 2.What should founders and core teams be knowledgeable about in regards to their strategic planning? 3.What are investors looking for in biotech ventures?	Francesca Wuttke, Chief Digital Officer Almirall
Space https://bit.ly/3mWEiN2	1.What are current opportunities in the airline and aviation sector? 2.How can you overcome obstacles to convert them into opportunities? 3.What is the projection of sector trends in the short to medium term?	Gabriel Perdiguero, Chief Transformation Officer Iberia Airlines	