

	Course / Link	Learning objectives	Speaker
Level 1: Basics	<b>Financing your idea</b> <a href="https://bit.ly/36bXqAC">https://bit.ly/36bXqAC</a>	<ol style="list-style-type: none"> <li>1. What are the financing essentials for startups?</li> <li>2. What is the relevance of yield and risk?</li> <li>3. How can we analyze investment decisions?</li> </ol>	Joaquin Soucheiron, Managing Director Aumented Reality Experts
	<b>Strategic management</b> <a href="https://bit.ly/3n0P0C4">https://bit.ly/3n0P0C4</a>	<ol style="list-style-type: none"> <li>1. What are market parameters?</li> <li>2. How can you define an organizational identity</li> <li>3. How to conceptualize differentiation and profitability</li> </ol>	Guido Baltes, Scientific Director and professor Costance University
	<b>Competition</b> <a href="https://bit.ly/342DJsx">https://bit.ly/342DJsx</a>	<ol style="list-style-type: none"> <li>1.Types of competition</li> <li>2.Competition analysis</li> <li>3.Competitive analysis</li> </ol>	Robert Koning, Chief Executive Officer VC Ventures
	<b>Pitching in front of investors</b> <a href="https://bit.ly/2EiOMOW">https://bit.ly/2EiOMOW</a>	<ol style="list-style-type: none"> <li>1. Give insights on how to approach investors</li> <li>2. Better structure an investment pitch</li> <li>3. Better prepare entrepreneurs to more successfully negotiate with investors</li> </ol>	Itxaso de Palacio, Investment Director Notion capital
	<b>Business model</b> <a href="https://bit.ly/36bYhkO">https://bit.ly/36bYhkO</a>	<ol style="list-style-type: none"> <li>1. How can you determine if early adopters are representative of the whole market?</li> <li>2. What criteria is necessary when determining fundraising levels?</li> <li>3. What is the key to identifying the right investors in outreach campaigns?</li> </ol>	Marvin Liao, Partner and Investor 500 startups
	<b>Revenue model</b> <a href="https://bit.ly/344Eu4n">https://bit.ly/344Eu4n</a>	<ol style="list-style-type: none"> <li>1. What is revenue model?</li> <li>2. What are examples of revenue models?</li> <li>3. What are some specific aspects that define revenue models?</li> </ol>	Juan Lopez Santamaria, Investment Director Kibo Ventures
	<b>Financial statements</b> <a href="https://bit.ly/3ncY3iY">https://bit.ly/3ncY3iY</a>	<ol style="list-style-type: none"> <li>1.What will an investor use your financial statement for?</li> <li>2.Understanding the main financial statements</li> <li>3.Some tips to ensure your financial statements are solid</li> </ol>	Jose A. Martinez, Associate Parter Hasten Ventures
	<b>Marketing and brand</b> <a href="https://bit.ly/374gdOF">https://bit.ly/374gdOF</a>	<ol style="list-style-type: none"> <li>1. What are marketing and brand?</li> <li>2.The importance of target market</li> <li>3.Build a marketing plan</li> </ol>	Grace Bilney, Marketing manager St John's Innovation Center
	<b>Customer feedback</b> <a href="https://bit.ly/30eljCQ">https://bit.ly/30eljCQ</a>	<ol style="list-style-type: none"> <li>1. Why should you gather customer feedback?</li> <li>2. Why should be involved or interested in customer feedback?</li> <li>3. Why are some techniques to ensure the receipt of valuable customer feedback?</li> </ol>	Alexis Brion, Head of Allianz Solutions
<b>Leadership and team building</b> <a href="https://bit.ly/348JFQL">https://bit.ly/348JFQL</a>	<ol style="list-style-type: none"> <li>1. What are investors looking for in core teams?</li> <li>2. What roles external investors play withing the core teams?</li> <li>3. How can startups strategically attract and engage talent when expanding their core?</li> </ol>	Juan Alvarez de Lara, General Partner Origen Ventures Fund	
Level 2: Financing	<b>Financial strategy</b> <a href="https://bit.ly/3n0QMTK">https://bit.ly/3n0QMTK</a>	<ol style="list-style-type: none"> <li>1. How do CVCs work?</li> <li>2. What is your ideal investor financial strategy and how do they scout for the best startups?</li> <li>3. What is the investment process and what is the timeframe in which it is facilitated?</li> </ol>	Enrique Dupuy, Head of Global investments Wayra (Telefonica Group)
	<b>Debt finance</b> <a href="https://bit.ly/2NvjaQB">https://bit.ly/2NvjaQB</a>	<ol style="list-style-type: none"> <li>1.Understanding the basic concepts surrounding debt finance</li> <li>2.Identifying the available debt financing options and their advantages and disadvantages</li> <li>3.Identifying the alternative financing options</li> </ol>	Maria Carolina Romero, Partner efino
	<b>Equity finance</b> <a href="https://bit.ly/3nNCUFY">https://bit.ly/3nNCUFY</a>	<ol style="list-style-type: none"> <li>1.Understanding when and how much you should raise from a VC</li> <li>2.Understanding the VC business and mindset</li> <li>3.Exploring the equity financing terms before starting to negotiate</li> </ol>	Gonzalo Martinez de Azagra, Founder and General Partners Cardumen Capital
	<b>Growth and scale-up finance</b> <a href="https://bit.ly/33VWjmU">https://bit.ly/33VWjmU</a>	<ol style="list-style-type: none"> <li>1.Identify the right investors to scale-up</li> <li>2.Building the right team</li> <li>3.Addressing market opportunities via partnerships</li> </ol>	Josep Ll. Santfeliu, Partner and co-founder Asabys Partners
	<b>Co-investment</b> <a href="https://bit.ly/3cCTbzd">https://bit.ly/3cCTbzd</a>	<ol style="list-style-type: none"> <li>1. Conceptualizing co-investment</li> <li>2. Understanding the investment process and the role of the lead investor</li> <li>3. Dynamics of co-investment and investor alignment</li> </ol>	Itxaso de Palacio, Investment Director Notion capital
	<b>Due diligence</b> <a href="https://bit.ly/36f24y4">https://bit.ly/36f24y4</a>	<ol style="list-style-type: none"> <li>1. How can you effectively use your network to help critique your business model, presentation and pitch?</li> <li>2. What is it important to address competition in outreach campaigns?</li> <li>3. What do investors consider important when making investment decisions?</li> </ol>	Marvin Liao, Partner and Investor 500 startups
	<b>Company valuation</b> <a href="https://bit.ly/3cB3PXv">https://bit.ly/3cB3PXv</a>	<ol style="list-style-type: none"> <li>1. What are investors looking for?</li> <li>2. How can you close or breach the gap of expectations in valuation fundraisings?</li> </ol>	Oriol Juncosa, Managing Partner Encomenda Smart Capital

		3. How can you value companies or ventures that are not already profitable or have other special characteristics?	
	<b>Globalization</b> <a href="https://bit.ly/30ecxpC">https://bit.ly/30ecxpC</a>	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	<b>Exit strategy</b> <a href="https://bit.ly/2EKmX8Y">https://bit.ly/2EKmX8Y</a>	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
	<b>Getting investment ready</b> <a href="https://bit.ly/34bNQeK">https://bit.ly/34bNQeK</a>	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
	<b>Financing rounds</b> <a href="https://bit.ly/3qJf6LN">https://bit.ly/3qJf6LN</a>	1.Understand how to get ready for the next financing round 2.Identify key economic provisions 3.Identify key control provisions	Paula Blazquez Solano, Head of Investments Innocells, Banco Sabadell
	<b>Crowdfunding</b> <a href="https://bit.ly/36X7vRY">https://bit.ly/36X7vRY</a>	1.What is crowdfunding? 2.What are the emerging trends? 3. Which are the main opportunities for the European deep tech scale-ups?	Federica Lolli, Co-founder and investor Doorway Platform
	<b>Equity crowdfunding</b> <a href="https://bit.ly/33XwVgn">https://bit.ly/33XwVgn</a>	1.What is equity crowdfunding? 2.How does it work? 3.Suggestions to have a successful campaign	Federica Lolli, Co-founder and investor Doorway Platform
	<b>Initial coin offerings</b> <a href="https://bit.ly/3qFItYx">https://bit.ly/3qFItYx</a>	1.What is an initial coin offering? 2. About crypto currencies 3. Opportunities and challenges	Dinis Guarda, Co-founder Ztudium
	<b>Alternative finance</b> <a href="https://bit.ly/2GdJIYA">https://bit.ly/2GdJIYA</a>	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	<b>Healthcare</b> <a href="https://bit.ly/33kUm90B">https://bit.ly/33kUm90B</a>	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?
<b>Key enable technologies</b> <a href="https://bit.ly/33kM0EPw">https://bit.ly/33kM0EPw</a>		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
<b>Information and Communication Technologies: Devices</b> <a href="https://bit.ly/336Kz0G">https://bit.ly/336Kz0G</a>		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
<b>IP protection</b> <a href="https://bit.ly/33kM0OGC">https://bit.ly/33kM0OGC</a>		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.
<b>Fintech</b> <a href="https://bit.ly/346I4fb">https://bit.ly/346I4fb</a>		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
<b>Insurtech</b> <a href="https://bit.ly/33kU74w6">https://bit.ly/33kU74w6</a>		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
<b>Deep tech</b> <a href="https://bit.ly/2EldoHy">https://bit.ly/2EldoHy</a>		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
<b>Biotech</b> <a href="https://bit.ly/2GfIc2G">https://bit.ly/2GfIc2G</a>		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
<b>Space</b> <a href="https://bit.ly/3mWEiN2">https://bit.ly/3mWEiN2</a>		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