



Strathmore Business School

Private Equity and Venture Capital



Executive Program

Introduction

Most investors understand how to evaluate and make investments in traditional asset classes i.e. equities, bonds and cash. Of late there has been significant downward pressure on the returns from these asset classes with the risks involved also soaring. This has necessitated individuals, asset managers, insurance companies, pension funds, investment groups etc. to take a keener look at alternative asset classes to diversify risks and bolster returns.

This course is geared towards one of the alternative asset classes i.e. private equity, loosely defined to cover angel, venture and private equity investing. It aims to provide the participants with the necessary skills to evaluate, value, structure, negotiate, invest in and manage investments within this asset class.

Program objectives

- To aid the understanding of this asset class, its risks, potential returns and how to incorporate it into a portfolio of other asset classes
- To explore the key value addition channels that aid in creation of superior returns/ above average returns
- To build skills of the participant in evaluation, valuation, structuring and negotiation of investments within this asset class
- To review and understand different exit strategies for investments within this asset class
- To network with industry practitioners and exchange views on best practice on various aspects

This program aims to provide the participants with necessary skills to evaluate, value, structure, negotiate, invest in and manage investments within this asset class.

Faculty

To address the need for practical hands on learning the course will be taught by a mix of industry practitioners and highly qualified faculty from Strathmore Business School with vast experience in this asset class. The sessions will be complimented with panel sessions with entrepreneurs and different industry leaders.

Course Leader



Stephen Gugu is an adjunct faculty in Entrepreneurial Finance at Strathmore Business School with over 8 years experience in teaching finance and entrepreneurship.

Stephen has considerable practical experience both as a consultant and in employment. He is the principal of InVhestia Africa Limited, a company that builds financial models for organisations used in various aspects ranging from valuation, project finance, operations and negotiations. Through InVhestia he has consulted widely for private equity and venture capital firms. Stephen has a passion working with early stage innovative businesses; he sits on the advisory board of Demo Africa, Africa's premier Startup launch competition.

Stephen is a Kofi Annan fellow having attended his MBA at Vlerick Business School in Belgium (Under the Kofi Annan Fellowship in 2010). He has an undergraduate degree in Law and several professional courses in Finance and Accounting. In 2013 he attended two training modules at IESE business school in Spain on Entrepreneurial Finance and in the Faculty Development Program.

Who should attend?

The course is geared towards potential and existing investors in this asset class, entrepreneurs seeking to interact with the asset class and consultants and service providers.

Participants are drawn from insurance companies, investment banks, pension funds, venture and private equity firms, family businesses, private investors, investment groups, angel investors, incubators and accelerators.

The course will be relevant for entrepreneurs seeking to raise funds in this asset class as a means of understanding the mind of the investor to help in preparing their organizations for funding. Service providers who will greatly benefit from this training include accountants, lawyers, finance professionals etc.

Prerequisite

This is not an introductory course, it will take a deep dive into key concepts and issues within this asset class. While no technical prerequisites are required a general understanding of investments and the investment process is required.

Key Benefits

Some topics to be covered include:

- Understanding the position of alternative asset classes in your portfolio
- Evaluating a private equity opportunities
- Valuation principles
- Negotiations and deal structuring
- Value addition
- Investment Exit



Strathmore Business School
Ole Sangale Road, Madaraka
P.O. Box 59857 - 00200 Nairobi, Kenya
Phone: +254 (0) 703 034 414/6/7
Email: talktous@strathmore.edu
Website: www.sbs.strathmore.edu



Strathmore
UNIVERSITY