



Finance, Accounting and Banking

# Funding Strategies for Entrepreneurial Ventures

## Course Introduction

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Securing the right funding is a critical factor in the success of any entrepreneurial venture. This five-day training program, offered by BOOST, provides participants with a comprehensive understanding of various funding options, investment strategies, and financial planning techniques essential for business growth. The course explores traditional and alternative funding sources, investor relations, and risk mitigation strategies, equipping entrepreneurs and business professionals with the skills necessary to attract and manage financial resources effectively.

## Target Audience

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- Entrepreneurs and startup founders seeking investment for their businesses.
- Business owners looking to expand and scale their ventures.
- Financial managers and business development professionals.
- Professionals in incubators, accelerators, and economic development organizations.
- Anyone interested in understanding funding strategies for business growth.

# Learning Objectives

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- Understand the fundamentals of entrepreneurial finance and funding strategies.
- Identify and evaluate different funding options, including venture capital, angel investment, bank loans, crowdfunding, and grants.
- Develop a compelling business case and pitch for potential investors.
- Understand financial planning, budgeting, and risk management for startups and growing businesses.
- Navigate legal and regulatory considerations for securing and managing funds.
- Build and maintain strong relationships with investors and financial stakeholders.

## Course Outline

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### • Day 01

#### **Understanding the Funding Landscape**

- Introduction to entrepreneurial finance
- The role of funding in business growth
- Overview of different funding sources (equity vs. debt financing)
- Key financial metrics for investment readiness
- Case study: Successful funding strategies

### • Day 02

#### **Traditional and Alternative Funding Options**

- Venture capital and angel investment: Pros, cons, and process
- Bank loans and credit lines: What lenders look for
- Government grants and subsidies for startups
- Crowdfunding and peer-to-peer lending
- Workshop: Evaluating funding options for different business models

### • Day 03

#### **Building a Winning Investment Pitch**

- Essential components of a business plan and pitch deck

- Financial forecasting and valuation techniques
- Storytelling techniques for investor persuasion
- Negotiation strategies for securing funding
- Interactive session: Pitch presentation practice

#### • Day 04

### Financial Planning and Risk Management

- Budgeting and cash flow management for startups
- Understanding investor expectations and ROI
- Risk assessment and mitigation strategies
- Legal and regulatory considerations for funding
- Panel discussion: Insights from investors and financial experts

#### • Day 05

### : Investor Relations and Long-term Growth Strategies

- Building and maintaining investor relationships
- Post-funding responsibilities: Reporting and compliance
- Scaling up: When and how to seek additional funding
- Exit strategies: IPOs, acquisitions, and buyouts
- Final project: Developing a personalized funding strategy

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 25, 2025	Aug. 29, 2025	5 days	5950.00 \$	switzerland - Geneva
April 14, 2025	April 18, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 3, 2025	Nov. 7, 2025	5 days	4250.00 \$	UAE - Abu Dhabi