Capital Raising Techniques Training Course

Professional Development Training Course Outline

Category	ACCOUNTING & FINANCE	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Capital Raising Techniques Training Course is a comprehensive and industry-driven program designed to equip professionals with practical expertise in corporate finance, investment strategy, venture capital, fundraising frameworks, financial structuring, investor relations, capital markets, private equity financing, fintech fundraising, and sustainable investment solutions. In today's highly competitive global economy, organizations require innovative and strategic funding approaches to support business expansion, digital transformation, infrastructure development, mergers and acquisitions, and startup scalability. This course provides participants with advanced knowledge of fundraising models, debt and equity financing, financial risk management, IPO readiness, crowdfunding mechanisms, and investment portfolio development to achieve long-term financial sustainability and organizational growth.

The course integrates global best practices, modern fundraising technologies, ESG investment trends, financial innovation strategies, and data-driven capital allocation techniques to help participants optimize financial performance and improve investor confidence. Participants will gain practical skills in financial modeling, valuation techniques, capital budgeting, strategic negotiations, financial due diligence, and regulatory compliance for successful capital mobilization. Through interactive workshops, real-world case studies, simulations, and expert-led discussions, participants will develop the competencies required to secure funding effectively, strengthen corporate liquidity, improve shareholder value, and drive sustainable economic growth in both public and private sector organizations.

Programme Curriculum

Capital Raising Techniques Training Course

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Course Objectives

1. Develop advanced skills in capital raising strategies and financial structuring.
2. Understand modern investment management and corporate finance frameworks.
3. Enhance knowledge of equity financing, debt financing, and hybrid financing solutions.
4. Strengthen competencies in venture capital and private equity fundraising.
5. Improve investor relations and stakeholder engagement strategies.
6. Analyze financial markets, investment trends, and fundraising opportunities.
7. Master financial modeling, valuation techniques, and capital budgeting methods.
8. Build expertise in IPO preparation, securities issuance, and listing requirements.
9. Understand crowdfunding, fintech financing, and digital fundraising platforms.
10. Enhance risk management and regulatory compliance in capital mobilization.
11. Improve strategic negotiation and investment proposal development skills.
12. Develop sustainable finance and ESG investment integration strategies.
13. Strengthen organizational growth through innovative capital allocation techniques.

Organizational Benefits

- Improved access to diversified funding sources.
- Enhanced financial sustainability and growth opportunities.
- Stronger investor confidence and stakeholder trust.
- Increased organizational competitiveness in capital markets.
- Better financial planning and resource allocation.
- Enhanced compliance with financial regulations and standards.
- Improved strategic decision-making and investment management.
- Increased innovation through access to scalable financing.
- Stronger financial risk management and governance practices.
- Improved profitability and long-term shareholder value.

Target Audiences

1. Finance Managers and Financial Analysts.
2. Investment Bankers and Corporate Finance Professionals.
3. Entrepreneurs and Startup Founders.
4. Business Development and Strategy Managers.
5. Chief Financial Officers and Accountants.
6. Government Financial Officers and Policy Advisors.
7. Project Managers and Infrastructure Development Specialists.
8. Investors, Consultants, and Private Equity Professionals.

Course Duration: 5 days

Course Modules

Module 1: Fundamentals of Capital Raising

- Principles and concepts of capital raising techniques.
- Types of financing and funding structures.
- Corporate finance and investment frameworks.
- Sources of short-term and long-term financing.
- Capital structure optimization strategies.
- Global case study on multinational corporate financing strategies.

Module 2: Equity Financing and Venture Capital

- Equity financing mechanisms and shareholder structures.
- Venture capital funding lifecycle and investment stages.
- Angel investment and startup fundraising strategies.
- Private equity investment and growth financing.
- Investor pitch development and valuation methods.
- Global case study on venture capital funding success stories.

Module 3: Debt Financing and Financial Structuring

- Debt financing instruments and lending mechanisms.
- Corporate bonds, syndicated loans, and credit facilities.
- Financial leverage and capital allocation strategies.
- Structuring debt for infrastructure and expansion projects.
- Loan negotiations and repayment planning techniques.
- Global case study on large-scale infrastructure financing.

Module 4: Financial Modeling and Valuation Techniques

- Financial forecasting and revenue projection models.
- Business valuation and investment appraisal methods.
- Discounted cash flow and comparable valuation analysis.
- Capital budgeting and financial performance metrics.
- Risk-return analysis and investment decision frameworks.
- Global case study on corporate valuation and acquisition financing.

Module 5: Investor Relations and Fundraising Communication

- Investor engagement and relationship management strategies.
- Preparing investment proposals and fundraising presentations.
- Negotiation techniques for fundraising and investment deals.
- Stakeholder communication and financial reporting standards.
- Building investor confidence and transparency frameworks.
- Global case study on successful investor relations management.

Module 6: IPOs, Capital Markets, and Securities Issuance

- Initial Public Offering preparation and listing procedures.
- Capital market operations and securities regulations.
- Public and private securities issuance strategies.
- Regulatory compliance and corporate governance standards.
- Market timing and investor demand analysis.
- Global case study on successful IPO market entry strategies.

Module 7: Fintech, Crowdfunding, and ESG Financing

- Digital fundraising platforms and crowdfunding strategies.
- Fintech innovations in investment and fundraising.
- Sustainable finance and ESG investment integration.
- Green bonds and climate finance opportunities.
- Blockchain technology and decentralized financing models.
- Global case study on fintech-driven fundraising innovation.

Module 8: Risk Management and Strategic Capital Allocation

- Financial risk assessment and mitigation techniques.
- Investment portfolio diversification strategies.
- Capital allocation and liquidity management frameworks.

- Fraud prevention and financial governance controls.
- Monitoring fundraising performance and investment returns.
- Global case study on financial risk management and capital optimization.

Training Methodology

- Interactive lectures and expert-led discussions.
- Practical workshops and fundraising simulations.
- Financial modeling and valuation exercises.
- Real-world case studies and global best practices.
- Group discussions and collaborative learning activities.
- Investor pitch preparation and presentation sessions.
- Scenario analysis and problem-solving exercises.
- Question and answer sessions with finance specialists.
- Strategic planning exercises and investment analysis.
- Continuous assessment and participant feedback sessions.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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