Startup Finance & Fundraising Training Course

Professional Development Training Course Outline

Category	ACCOUNTING & FINANCE	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Startup Finance & Fundraising Training Course is a comprehensive, industry-focused program designed to equip entrepreneurs, startup founders, business executives, and finance professionals with the essential skills needed to secure funding, manage startup capital efficiently, and scale businesses sustainably. This course integrates modern startup financing strategies, venture capital insights, investor pitching techniques, and financial modeling frameworks that align with today's global startup ecosystem. Participants will gain hands-on expertise in startup valuation, equity structuring, cash flow optimization, and fundraising strategies tailored for seed funding, angel investment, and venture capital rounds.

In a rapidly evolving entrepreneurial landscape driven by innovation, fintech disruption, and global investment opportunities, mastering startup finance and fundraising is critical for business survival and growth. This course provides practical exposure to real-world funding scenarios, investor expectations, and scalable financial planning techniques. Learners will understand how to position startups for funding success, create compelling pitch decks, and navigate investment negotiations with confidence while applying data-driven financial decision-making strategies.

Programme Curriculum

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Course Objectives

1. Master startup financial planning and capital structuring strategies
2. Understand venture capital, angel investment, and crowdfunding ecosystems
3. Develop investor-ready pitch decks and fundraising presentations
4. Learn startup valuation techniques and equity distribution models
5. Apply cash flow forecasting and financial risk management strategies
6. Gain expertise in seed funding and Series A, B, C investment rounds
7. Understand global fundraising regulations and compliance frameworks
8. Build scalable financial models for startup growth and expansion
9. Strengthen negotiation skills for investor deal structuring
10. Analyze startup funding case studies from global markets
11. Improve decision-making using financial KPIs and startup metrics
12. Learn digital fundraising tools and fintech platforms
13. Develop sustainable financial strategies for long-term business growth

Organizational Benefits

- Improved financial decision-making efficiency
- Enhanced investor engagement success rate
- Stronger startup valuation accuracy
- Increased fundraising success probability
- Better capital allocation and utilization
- Reduced financial risk exposure
- Improved strategic growth planning
- Enhanced innovation funding capabilities
- Stronger competitive advantage in markets
- Scalable business financial structures

Target Audiences

1. Startup founders and co-founders
2. Aspiring entrepreneurs and business owners
3. Finance managers and analysts
4. Investment bankers and venture capital associates
5. Business consultants and advisors

6. MBA and finance students
7. Tech startup teams and innovators
8. Corporate innovation and strategy teams

Course Duration: 5 days

Course Modules

Module 1: Introduction to Startup Finance Ecosystem

- Overview of startup funding lifecycle
- Key players: angel investors, VCs, accelerators
- Global startup ecosystem comparison
- Startup success and failure case studies (Silicon Valley vs African startups)
- Financial fundamentals for startups
- Case study: Uber early-stage funding journey

Module 2: Startup Financial Planning & Modeling

- Financial forecasting techniques
- Revenue and cost structure modeling
- Break-even analysis frameworks
- Cash flow management systems
- Scenario planning for startups
- Case study: Airbnb financial scaling model

Module 3: Fundraising Strategies & Investment Types

- Seed, angel, and venture capital funding stages
- Crowdfunding platforms and mechanisms
- Debt vs equity financing comparison
- Investor targeting strategies
- Startup fundraising roadmap
- Case study: Kickstarter successful campaigns

Module 4: Startup Valuation Techniques

- Pre-money and post-money valuation concepts
- Discounted cash flow analysis
- Comparable company valuation methods
- Equity dilution management
- Negotiation valuation tactics
- Case study: Stripe valuation growth story

Module 5: Pitch Deck Development & Investor Communication

- Structuring winning pitch decks
- Storytelling techniques for investors
- Financial slides and KPI presentation
- Investor Q&A preparation
- Communication psychology in pitching
- Case study: Dropbox seed funding pitch success

Module 6: Venture Capital & Investor Relations

- VC funding process and expectations
- Term sheets and legal agreements
- Building investor relationships
- Due diligence preparation
- Exit strategies and IPO planning
- Case study: Facebook early investor rounds

Module 7: Financial Risk Management in Startups

- Identifying financial risks in startups
- Risk mitigation frameworks
- Burn rate and runway management
- Crisis funding strategies
- Compliance and governance
- Case study: WeWork financial restructuring analysis

Module 8: Global Startup Funding Case Studies & Scaling

- Startup scaling financial strategies
- International fundraising approaches
- Cross-border investment challenges
- Growth hacking finance strategies
- Sustainable startup scaling models
- Case study: Revolut global expansion funding journey

Training Methodology

- Instructor-led interactive sessions
- Real-world startup case study analysis
- Hands-on financial modeling exercises

- Group discussions and peer learning
- Investor pitch simulations and role play
- Practical assignments and startup scenarios

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	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com