

STARTUP FUNDING AND FINANCE CERTIFICATE

Program Description

Have a great idea for a startup but don't know where to begin?

This certificate program is designed to give both entrepreneurs and new investors the skills needed to evaluate the viability of business concepts and markets, navigate the pitching process, and ultimately gain an understanding of how to receive and invest from a variety of sources. This program will cover investments from equity investors, angel investors, venture capitalists, crowdfunders, economic development centers, and grants.

In this certificate program, you will learn how to find the right match for your opportunity or investment style, and what goes into delivering and assessing a successful business pitch. You will also explore how to protect your interests as the company is being structured, how to assign a fair valuation to the opportunity, and how to perform due diligence as the financing process moves from investor interest to actually closing the deal. Finally, you will examine the strategies for keeping entrepreneur/investor relations alive and healthy long after the deal has closed.

Key Takeaways

- Assess the viability of your startup and project its potential market size
- Evaluate investment opportunities
- Find potential sources of funding for your business
- Navigate the process of pitching and closing investors
- Assign fair valuation to a startup
- Protect your interests in the startup investment process
- Determine if you should move forward or hold back on your deal
- Navigate the post-investment landscape

What You'll Earn

- Startup Funding and Finance Certificate from Cornell Center for Regional Economic Advancement
- 60 Professional Development Hours (6 CEUs)

Who Should Enroll

- Entrepreneurs seeking funding for their startup
- People who have an original or disruptive idea
- Novice investors

Total Investment

- 3 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Startup Funding and Finance Certificate (<https://ecornell.cornell.edu/certificates/financial-management/startup-funding-and-finance/>).

The courses in this certificate program are required to be completed in the order that they appear.

Courses

Code	Title	Hours
eCornell CREA501	Assessing Startup Viability and Funding Options	0
eCornell CREA502	Pitching Your Business Opportunity	0
eCornell CREA503	Protecting Your Interests	0
eCornell CREA504	Financial Planning, Valuation and Dilution	0
eCornell CREA505	Company Structure and Due Diligence	0
eCornell CREA506	Post-Investment Best Practices	0