

## Course Outline

**Course Code** : BSN3702  
**Course Title** : New Venture Creation  
**Semester** : Semester 2 Academic Year 2024/25  
**Faculty** : Mita Natarajan  
**Department** : Strategy & Policy  
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### Overview

Once a new business has been created through the process of market validation, business model structuring and product development there comes the need for capital and strategic investment support. Here business model clarity and communication play a major role.

The purpose of this course is to:

- Help students understand the process, challenges, risks and rewards of starting up a new business
- Equip them with the tools required to articulate a business model, target investors and secure funding
- Improve the chances of success in running a business through a well-defined investor communication strategy

### Course Objectives

Learning objectives are:

- Develop a new venture idea and its related business model
- Ability to create investor targeting strategies
- Develop investor pitch for funding
- Understand equity and partnership negotiation strategies and options
- Create post funding investor communication strategies
- Formally present a business pitch to investors
- Form and work successfully within a team

**General Guide & Reading** (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

The following books on a range of topics, while not required, are highly recommended:

1. The Startup Game – William Draper III
2. Technological Revolutions and Financial Capital - Carlota Perez
3. Venture Deals – Brad Feld, Jason Mendelson, Dick Costolo
4. The Art of Start Up Fund Raising - Alejandro Cremades
5. The Entrepreneurial Bible to Venture Capital - Andrew Romans
6. Term Sheets and Valuations - Alex Wilmerding
7. Introduction to Private Equity - Cyril Demaria
8. The Business of Venture Capital - Mahendra Ramsinghani

## **Assessment**

| Assessment Components                    | Weightage |
|--|-----------|
| Class Participation (individual)         | 20%       |
| Final Report and Presentation (team)     | 50%       |
| Final Physical Presentation (individual) | 30%       |

### **Academic Honesty & Plagiarism**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

### **Additional guidance is available at:**

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

### **About me . . .**

Mita Natarajan has over 35 years of experience in building new ventures across the US, Europe and Asia. These ventures have included several that have listed in public markets and been sold as well. Her background also includes being on the fund raising side as well as running funds that invest in new and sustainable ventures. Her academic qualifications include a Masters degree from Harvard University. She currently also is CEO of an early stage biopharma company.

## Schedule and Outline

| Lesson/<br>Week | Date                    | Topic  | Chapter | Activity<br>(preparation / cases &<br>assignments / follow-<br>up readings &<br>resources) |
|-----------------|-------------------------|--|---------|--|
| Week 1          | Mon 15 Jan – Fri 19 Jan | Fund Raising – key elements<br>Business Model Canvas (BMC) – LHS & RHS                             |         |  |
| Week 2          | Mon 22 Jan-Fri 26 Jan   | BMC – market & competition<br>BMC - financial plan   |         |  |
| Week 3          | Mon 29 Jan-Fri 2 Feb    | New Venture (NV) pitch creation<br>NV - investor types & investment rationale                      |         |  |
| Week 4          | Mon 5 Feb-Fri 9 Feb     | NV - founders funding options & rationale<br>NV - investor funding rationale                       |         |  |
| Week 5          | Mon 12 Feb-Fri 16 Feb   | NV - term sheet  |         |  |
| Week 6          | Mon 19 Feb-Fri 23 Feb   | NV - communication strategy  |         |  |
| Recess<br>Week  | Sat 24 Feb-Sun 3 Mar    | -  |         |  |
| Week 7          | Mon 4 Mar-Sat 9 Mar     | Field work (with ongoing interaction with<br>professor)<br>Business Model Canvas                   |         |  |
| Week 8          | Mon 11Mar-Fri 15 Mar    | Field work (with ongoing interaction with<br>professor)<br>Financial plan                          |         |  |
| Week 9          | Mon 18 Mar-Fri 22 Mar   | Field work (with ongoing interaction with<br>professor)<br>Target investors & rationale            |         |  |
| Week 10         | Mon 25 Mar-Fri 29 Mar   | Field work (with ongoing interaction with<br>professor)<br>Term sheet                              |         |  |
| Week 11         | Mon 1 Apr-Fri 5 Apr     | Field work (with ongoing interaction with<br>professor)<br>Communication strategy & Investor pitch |         |  |
| Week 12         | Mon 8 Apr-Fri 12 Apr    | Final pitch and investor targets<br>presentation (by teams)  |         |  |
| Week 13         | Mon 15 Apr-Fri 19 Apr   | Final pitch and investor targets<br>presentation (by teams)  |         |  |