

## Course Outline

**Course Code** : BSN3702  
**Course Title** : New Venture Creation  
**Semester** : Semester 2, Academic Year 2025&2026  
**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 include:

- 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 document (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’s 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/ Week	Date	Topic	Chapter	Activity (preparation / cases & assignments / follow-up readings & resources)
Week 1	Mon 12 Jan- Fri 16 Jan	Fund Raising – key elements		

		<u>Business Model Canvas (BMC) – LHS &amp; RHS</u>		
Week 2	Mon 19 Jan- Fri 23 Jan	<u>BMC – market &amp; competition</u> <u>BMC - financial plan</u>		
Week 3	Mon 26 Jan- Fri 30 Jan	<u>New Venture (NV) pitch creation</u> <u>NV - investor types &amp; investment rationale</u>		
Week 4	Mon 2 Feb-Fri 6 Feb	<u>NV - founders funding options &amp; rationale</u> <u>NV - investor funding rationale</u>		
Week 5	Mon 9 Feb-Fri 13 Feb	<u>NV - term sheet</u>		
Week 6	Mon 16 Feb- Fri 20 Feb	<u>NV - communication strategy</u>		
Recess Week	Sat 21 Feb- Sun 1 March			
Week 7	Mon March-Fri 7 March	<u>Field work (with ongoing interaction with professor in and out of class time)</u> <u>Business Model Canvas</u>		
Week 8	Mon March-Fri 13 March	<u>Field work (with ongoing interaction with professor in and out of class time)</u> <u>Financial plan</u>		
Week 9	Mon March-Fri 20 March	<u>Field work (with ongoing interaction with professor in and out of class time)</u> <u>Target investors &amp; rationale</u>		
Week 10	Mon March-Fri 27 March	<u>Field work (with ongoing interaction with professor in and out of class time)</u> <u>Term sheet</u>		
Week 11	Mon March-Fri 30 April	<u>Field work (with ongoing interaction with professor in and out of class time)</u> <u>Communication strategy &amp; Investor pitch</u>		
Week 12	Mon 6 April- Fri 10 April	<u>Field work (with ongoing interaction with professor in and out of class time)</u> <u>Communication strategy &amp; Investor pitch</u>		
Week 13	Mon 13 April- Fri 17 April	<u>Field work (with ongoing interaction with professor in and out of class time)</u> <u>Fund Raising – key elements</u>		

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