

# Entrepreneurship & Venture Capital Workshop

22 & 23 October 2021,  
Zurich



SECA

Swiss Private Equity & Corporate Finance Association  
Schweizerische Vereinigung für Unternehmensfinanzierung  
Association Suisse des Investisseurs en Capital et de Financement



Friday, 22 October 2021 – 8:00am – 5:30pm  
Saturday, 23 October 2021 – 8:00am – 3:30pm

## Entrepreneurship & Venture Capital Workshop

Reserve your spot for the most challenging  
entrepreneurship workshop in Switzerland

This is an intense course that teaches you **how to start and scale your own company**. Designed for the Swiss financial industry and consulting elite, it also gives you **tools** and **insights** to become a better **startup investor**.

**After the workshop, you will be able to answer all the following questions:**

- What core basics of entrepreneurship are key to know?
- How can you quickly differentiate between promising and poor business ideas?
- How do you get started and turn your idea into a solid concept?
- How do you go to market and get your first sales?
- What is product-market fit and why does it matter?
- How can you efficiently raise VC money?
- How can you turn your startup into a company and scale it?
- How can you prepare your company for a smooth exit?

**Does this scenario sound familiar to you?** You've worked extremely hard for the last few years as an employee. You've grown within the organization and are successful at what you are doing, but for some reason, you're not 100% happy. You've always had business ideas and the dream to start your own company – truly working on your passion and eventually gaining financial freedom after a big exit. You would have started your own company a long time ago, but you haven't found the perfect idea yet, or perhaps you've been comfortable in your current position and did not want to risk your career path. Maybe, if you're honest, you're also a little afraid of failing.

We developed “**The Most Challenging Entrepreneurship Workshop in Switzerland**” exactly for you – high performers **who work in finance or consulting**. In this workshop, we'll give you the **knowledge** you need to either **start your company** or to understand the **startup side** so that you can make better **VC investment decisions**. You will become a master of the company lifecycle and the VC world.

## Content & Itinerary

With an investment of only 1.5 days, you will gain the **relevant skills** to take any business from **idea to exit** to make your dream of starting your own business – now or in the future – a reality. You will need to **prepare by reading two books** that will be sent to you prior to the course. The workshop, designed by [Rhino-Innovation](#) and [SECA](#), consists of **five highly interactive sessions** that are structured as a combination of short **theoretical inputs, discussions** and **group assignments**. Further, you will have the chance to listen to and connect with the **best speakers** in the field of entrepreneurship and VC investments and leverage your personal network with other participants.

## Program

Time	Friday, 22 October 2021	Saturday, 23 October 2021
8:00 - 8:30am	Welcome & Breakfast Snack	Welcome & Breakfast Snack
8:30 - 9:30am	Startup Basics	Scale up your business
9:45 - 10:45am	Success stories and best practices from Swiss serial entrepreneur – <i>L. Decrue</i>	How to attract Venture money <i>Th. Heimann</i>
11:00 - 12:00am	From idea to concept	Shark Tank Simulation
12:00 - 1:00pm	Lunch	Lunch
1:15 - 2:15pm	Successful Go to Market	Smooth exit strategy
2:30 - 3:30pm	Efficient Fundraising	Day Recap & Goodbye
3:45 - 4:45pm	How to win angel investors for your startup – <i>Th. Dübendorfer</i>	
5:00 - 5:30pm	Day Recap	
5:30 - 7:30pm	Apero & Networking with SECA	

## Additional Information

- Language: English
- Costs: CHF 980 (Non-SECA) / CHF 850 (SECA Members)  
incl. Food, Documents, and the books for pre-reading
- Place: Co-Working Space in Zurich
- Registration: Please register on [www.seca.ch/events](http://www.seca.ch/events) until **1st October 2021**.

## Speaker



**Laurent Decrue** - *CEO Bexio - Founder MOVU - Co-Founder Holycode Nearshoring & Holyerp - passionate Investor - Board member and Dad*: Before joining Bexio as CEO, Laurent was founder and CEO of the moving platform Movu, which he led from foundation to a successful integration to Baloise Insurance. Further, Laurent is an active startup investor and board member in various fast growing digital technology companies. His career started off with an education in business administration at Basel University while working in corporate jobs at SWICA and UBS.

**Thomas Dübendorfer** - *Internet Entrepreneur and Business Angel, President at Swiss ICT Investor Club (SICTIC), Information Security Expert*: Thomas Dübendorfer holds a Ph.D. in Computer Science from ETH Zurich. He is president and co-founder of Swiss ICT Investor Club (SICTIC), the largest angel investor club in Switzerland with a focus on Swiss early-stage technology product startups. He has worked in Silicon Valley and at Google in Zurich as tech lead and security software engineer. He is an angel investor, co-founder and board member in several startups, and has had several successful startup exits. He is CEO of Datartis AG and Datartis Ventures AG.



**Thomas Heimann** - *Head Operations & Investment Solutions, HBM Partners AG (leading VC Investor in Life Sciences) and Deputy General Secretary SECA*: Over 10 years experience in Investment Research, Analysis, FINMA Risk Mgmt. and client services. Master and Bachelor of Science in Banking & Finance from the Lucerne University of Applied Sciences and Arts. Previously worked in investment analysis and valuation and in client advisory at a Swiss bank.

## About



Rhino-Innovation GmbH is a Swiss company based in Zurich specialized in the development of entrepreneurship and innovation courses. Their mission is to "spark entrepreneurial spirits" by teaching entrepreneurial thinking and acting which is the foundation of wealth creation in society. Their unique approach combines 30+ years of entrepreneurial experience with latest research in entrepreneurship and proven pedagogical expertise.



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The Swiss Private Equity & Corporate Finance Association (SECA) is the representative body for Switzerland's private equity, venture capital and corporate finance industries. SECA has the objective to promote private equity and corporate finance activities in Switzerland. Members of the SECA include equity investment companies, banks, corporate finance advisors, auditing companies, management consultants, lawyers and private investors.

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## Terms & Conditions

Once the deadline for applications has expired, we will decide whether it will be confirmed. In the event of too few applications, we can postpone or even cancel the course. Should this occur, applicants will be informed shortly after the deadline for applications has expired. The fee becomes payable once it has been confirmed that the course is running. The fees remain payable in their entirety in the event of withdrawal following confirmation that the course is running.

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