Entrepreneurship & Venture Capital Workshop

22 & 23 October 2021, Zurich
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

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

For general protection, a covid certificate (vaccinated, recovered or tested) must be shown by all participants.

Speaker

Laurent Decrue - CEO Bexio - Founder MOVU - Co-Founder Holy-code 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.

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.

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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