



## **MENTORING SCALEUPS, STARTUPS & VCS:**

### **GLOBALCAPITAL MODULES**

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Below is a list of mentoring presentations or modules that we at Global Capital use to mentor startups, scaleups and VCs.

It starts with decisions leading to the creation of a startup. Part 1 then explores major issues for pre-funded startups. Part 2 explores issues to be addressed once the startup has the money. Please note that some of these presentations overlap—i.e., the issues are similar, if not in some cases identical. Naturally, some material is repeated across several presentations.

All of the presentations can be delivered in time periods ranging from ½ hour to two hours—varying according to the depth of explanation that is desired.

#### **The VC & Startup World**

An Overview of the Venture Capital Industry

Founding a Startup: The Thrills & Threats

#### **PART 1: PRE-FUNDED STARTUPS**

##### **Legal Issues for Pre-funded Startups**

Practical Legal Issues for Startups

IP Issues for Startups

Forming Your Startup

Forming Your Startup in the US

##### **Managing Your Startup**

Founders as CXOs: Changing Your Spots

Building Your Pre-funded Startup: People, Processes & Partners

Developing Your Disruptive Tech

##### **Getting Traction**

The Lean Startup Approach

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**GLOBALCAPITAL**

GLOBAL CAPITAL STRATEGIC GROUP | GLOBAL CAPITAL LAW GROUP PC

Testing as Marketing  
VCs & Customers Need to Know You Exist  
Are Accelerators & Incubators the Right Path?

### **Raising Capital for Pre-funded Startups**

Your Elevator Pitch  
Pitch Decks for VCs  
Building Your Roadmap  
Building Your Revenue Model  
What Do VCs Want  
Seed & Angel Financing: Convertible Notes, SAFE Agreements & Term Sheets  
Pre-money Valuation Explained  
Seed & Angel Term Sheets  
How Do You Find the Right VC?  
What Happens When the VCs give you money?

### **Other Topics**

Should You Stay or Should You Go? Italian Startups & Silicon Valley

## **PART 2: YOUR SCALEUP: NOW THAT YOU HAVE THE MONEY**

### **Building Your Scaleup**

Managing Your Scaleup: How to Be a CXO  
Structural & Internal Issues to Scale Your Startup  
Building Your Team  
Your Roadmap & Milestones  
How to Form an Effective Team  
Why Internal Processes Are Important  
Working with Your Board  
Stock Options & Other Incentives  
Your Technology: How to Build it & How to Gain Traction

### **Legal Issues for Your Scaleup**

Who Owns Your Technology?  
License Agreements as the Key to Your Scaling



Employment Agreements & Other Legal Concerns

**Getting Traction in the Right Markets**

B2B v. B2C

Enterprise Selling

Why Marketing Is as Important as Technology: Creating Mindshare

Finding & Forming Strategic Alliances

Why You Need Sales & Marketing Pitch Decks

International Expansion Is Crucial

Should You Stay or Should You Go: Italian VC funded Scaleups in Silicon Valley

**Your Next Round of VC Money**

Series A, B and Beyond Explained

VC Term Sheets

Preferred Stock & Other Surprises

What Happens When VCs Give You Money?

**Build v. Buy: Rapid Expansion**

Should You Acquire Other Companies?

