

VALHALLA



BASECAMP

SCHEDULE
YOUR
EXCLUSIVE
FOUNDER
BASECAMP
TODAY!

WE BRING
FOUNDERS &
INVESTORS
TOGETHER

Now Available Virtually

WHAT IS FOUNDER BASECAMP?

Valhalla Founder BaseCamp has historically been a two-day, exclusive interactive investment seminar + pitch night for founders. Now we are enabling accelerators, incubators, angel groups, universities, colleges and other organizations to bring our world renowned program live to the comforts of founders' homes through 4 exclusive sessions running 2 hours each.

Valhalla Founder BaseCamp has been delivered to over 1200 founders worldwide in more than 15 countries across North America, Asia, Latin America, and the Caribbean. We are excited to add your name to the list of distinguished organizations that have provided this program to their clients and cohorts.

An experienced investor/founder from the Valhalla Private Capital team will walk founders through the ins and outs of raising capital while providing insight from the investor perspective about how to effectively pitch business opportunities. Valhalla Founder BaseCamp is for founders' building and growing their business, actively seeking capital or considering it in the near future.

WHAT ACCLERATORS ARE SAYING?

Founder Basecamp is the perfect answer to our complex ask of preparing multiple companies at different stages for pre-seed, bridge and seed rounds. The curriculum covered so much of what founders miss when thinking about fundraising and provides actionable insights to prepare them to be strategic about capital, how to tell a compelling story to different types of funders and what information to have prepared to reduce the funders time to make a decision. The feedback was a resounding "Amazing!" We are very excited to have Valhalla back again with future cohorts.

*-Anita Sutton. Senior Business Advisor
techalliance - GROW Accelerator*

WHY VALHALLA?

Valhalla Private Capital, a full-service corporate finance firm, started with a single city angel investor group, Valhalla Angels, in 2003 and has grown organically to meet the entire lifecycle needs of both businesses and investors across the globe.

The Valhalla mission is all about inviting all people who care about their local business climate into the private capital ecosystem, giving them the tools and opportunities to participate successfully in both investing or building some great companies. At Valhalla, we believe a more sophisticated approach exists through our full suite of capital options coupled with education, training and advisory services operating under a five-pillar business model.

SESSION TOPICS

Session 1

- How to build a capital strategy
- How to build an exit strategy and who needs one
- Valuation for early stage companies
- Investor perspective on the above

Session 2

- What is a cap table
- Exit waterfall
- Deal structure, term sheets, negotiations & due diligence
- Investor class and investor relations

Session 3

- How to do customer discovery and validate your idea
- Getting to product market fit
- Impact of market context on valuation

Session 4

- Pitching, pitch decks-storytelling
- Company corporate governance
- Mentors and advisors
- Raising capital review

OVER THE FOUR SESSIONS FOUNDERS WILL:

- Identify what kind of founder they are
- Learn what investors are looking for when investing into a company and what they need to pique interest
- Understand and articulate key aspects of their business through their business model and the scalability of the business
- Discuss types of deals and how to structure a mutually beneficially deal and build a capital plan
- Build out a pitch deck and practice how to ask for capital

SCHEDULE YOUR EXCLUSIVE PROGRAM TODAY!

Next Steps:

- Select 4 2-hour periods that work for your clients
- Fill the session with 10-20 founders and the program is exclusive
- Program customization available to compliment current programming
- We do the rest!

"As a startup accelerator in Canada with first-hand experience going through some of the best incubators in Silicon Valley, we've noticed a huge gap in the knowledge needed to raise your first round. To fill this gap we bring in the Valhalla Angels to give our entrepreneurs superpowers through their Founder Basecamp. We've been putting our cohorts through the Founder Basecamp since 2017, with 60+ startups attending. Valhalla's Founder Basecamp is an important part of our program, and we look forward to it every time."

- Pieter Boekhoff, Director and Co-Founder of The Accelerator (Collective 12/12)

We have been pleased to work with these great organizations:



CONTACT US TODAY TO SCHEDULE YOUR EXCLUSIVE FOUNDER BASECAMP!

FOLLOW US

Calgary & Vancouver: Luke Krueger: luke@valhallaprivatecap.com || 604-359-2911
Kelowna & Vancouver: Grant Lawrence: grant.lawrence@valhallaprivatecap.com || 604-908-2148
Edmonton: Kristina Milke: kmilke@valhallaprivatecap.com || 780-717-4966

@valhallacap
@ValhallaAngels
www.ValhallaAngels.com
www.ValhallaPrivateCap.com