

VALHALLA



BASECAMP

REGISTER
HERE

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 bringing our world renowned program live to the comforts of your own home through 4-2 hours sessions.

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 program graduates.

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 BaseCamp is for founders' building and growing their business, actively seeking capital or considering it in the near future.

WHAT ARE FOUNDERS SAYING?

"The Valhalla Founder BaseCamp provides invaluable information from seasoned entrepreneurs who have become investors. They provide an investor lens to help us formulate a killer pitch; and stats-driven feedback to manage our own expectations around fundraising and dilution. I recommend this to any start-up at any stage of their journey, and wish I'd taken this a year ago."

—Melanie McClare, P.Eng, MBA
& CEO Swirltex

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.

SCHEDULE: 4-2 HOUR SESSIONS

Dates: May 20, May 27, June 3 & June 10 + e-Pitch Event
Time: 5-7 pm MTN/ 4-6 PM PST

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

FOUNDERS WILL ALSO GET THE OPPORTUNITY TO:

- Talk directly with real angel investors about what they look for in an investment, and learn how each investor is different
- Form connections with influencers and active investors in the community including members from our 5 chapter cities
- Create an Investor Deck and present to angel investors and community influencers at Valhalla Founder BaseCamp Virtual Pitch Night

WHAT ARE FOUNDERS SAYING?

"Founder BaseCamp made a significant difference in how I communicate about my company to investors. Previous to taking the program, I was stuck in the weeds around what the business value of the technology that I had developed. Thanks to the Valhalla Team and the amazing group of companies that were assembled, I was able to hone my message and get clear, critical feedback on what my company's value is."

— Gena Rotstein, Founder & CEO
Dexterity Ventures Inc. & Place2Give

REGISTER TODAY!

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[Click Here for Eventbrite Registration Link](#)

[Click Here to visit our website](#)

Questions: info@valhallaprivatecap.com



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