

Startup Investing DecodEd - Healthtech



COURSE CURRICULUM

1. Introduction to Startups/Angel Investing

- What is a startup
- Stages of an Entrepreneurial Company
 - Seed Stage
 - Early Expansion
 - Expansion
 - Later Stage
- Startups in Australia
- Stages of Investment
- Science Behind Startup Investment
- The Integral Role of Angel Investors in the Innovation Ecosystem
- Types of Angel Investors
 - What type of Angel are you? Creating a Personal Investment Profile
 - Active Angels
 - Passive Angels
 - Experience in Startups or Business Building
 - Access to VC Firms
 - Access to Strategic Partners
 - Co-investment Angel Syndicates
- Generating deal flow
 - Sourcing deals through Angel Networks
- Evaluating Potential Investments
 - The Market Analysis
 - The Management Team
 - Operations
 - Product development
 - Later-Stage Investments
 - The Investment Proposal
 - What is the Exit Strategy
- Valuing an Investment
 - Earnings-Based Valuation Models
 - Asset-Based Valuation Models
 - Industry-Specific Based Valuation Model
- Exit Strategies
 - IPO
 - Trade Sale
- The Investment Process

2. Legal Frameworks

- Term Sheet and Deal Structure
- Shareholders Agreement
- Subscription Agreement
- Intellectual Property Acknowledgement Deed
- Directors and Board Representation
- Preference Shares & Common Stock
- Equity Crowd Funding
- Employee Stock Ownership Plan (ESOP)

3. Investment Strategy

- Angel investing
- When to invest in startups
- Early stage investor tax incentives
- Building Syndicates
- Accessing Non-Dilutive Capital – Government Grants etc.
- Investing with SAFE Notes & Other Convertible Instruments
- Diversification
- Follow on investment
- Passive vs Hands on

4. Due Diligence

- DD Process
- DD Checklist
 - Background Checks on Key Employees
 - Review of all Financial Information
 - Inspection of all Key Contracts
 - Interviews with Major Customers, Suppliers and Distributors
 - Verification of Costs, Expense levels and Purchase Commitments
- Startup Cap Table
- Using a Professional Services Firm
- Importance of Awareness and Alignment Between Founder and Investors
- Red-Flags
 - Loose IP Agreements
 - Overly Generous Remuneration Systems
 - Shareholders' rights, legal structures, joint ventures, option schemes and anti-dilution arrangements
 - Poor Reporting Systems
 - Personal Use of Company Funds
 - Non-Standard Rights of Existing Debt Holders
- Analysis of Projections
 - Size and Growth Rate of Prospective Market
 - Size and Strength of Current Competitors
 - Quality of the IP Underpinning the Business
 - The Quality of the Exit Strategy Proposed
 - The Likely Cashflow over the Investment Period

5. Health Tech Startups

- Health Tech Industry Themes and Trends
- Understanding the Differences in the Stages of a Health Tech Startup
- Technology Readiness Level of Medical Devices
- Timing and Sizes of Health Tech Fundraising Rounds and Having an Appropriate Investment Strategy as an Angel
- The Importance of Patents
- Health Economics Calculation
- Government R&D Tax Incentives
- Regulation
 - Understanding and Developing a Regulatory Strategy.
 - Navigating FDA/TGA/CE Submissions
- Clinical Trials
- Market Launch and Commercialisation
- Device Manufacturing and Distribution
- Exit Strategies for Health Tech Startups
- Victorian Health Tech Ecosystem Networks
- Case Studies