



# GOINGVC'S EDUCATIONAL CURRICULUM

THANK YOU FOR YOUR INTEREST IN GOINGVC!

GoingVC is a professional development program that aims to help professionals take the next step in their VC career. The program operates around the five core pillars:

- **Community**
- **Network**
- **Experience**
- **Opportunity**
- **Education**

*This document focuses on the core pillar of "Education" and provides an overview of GoingVC's 16-week educational curriculum.*

## **SUCCESS THROUGH EDUCATION!**

Regardless of your background, our 16-week curriculum is designed to give you a much deeper understanding of the VC industry, as well as the practical skillset you need to be confident working in the field.

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### **HOW IT WORKS**

There are 4 weekly module components in GoingVC's educational curriculum:

#### **READING CONTENT & RECORDINGS**

- GoingVC Original Guides, Articles, and Recordings
- Articles, Blog Posts, and other publications sourced from the best material on a given subject

#### **LIVE LECTURES**

- Live lectures or panel discussions on the topic, given by VC industry veterans

#### **ASSIGNMENT/CASE**

- A written assignment, quiz, or excel case study will be delivered after each module, giving each cohort member a practical and applied learning experience

#### **OFFICE HOURS**

- Office hours hosted weekly by GoingVC's education team to review the topic and assignments for the week

**WEEK 1****An Introduction to GoingVC**

An intro to all things GoingVC - learn how to get the most out of your experience!

**WEEK 2****Venture Capital Basics**

Understand why VC matters & how it works, including:

- Venture economics & returns
- Financing rounds
- Roles within a firm
- Institutional VC vs. Corporate vs. PE
- How accelerators play a role
- Setting the stage for sourcing & conducting due diligence

**WEEK 3****Creating your Investment Thesis**

Understand best practices of how to create an investment thesis for a given industry & how they can be utilized in securing a VC role / throughout your VC career

**WEEK 4****The VC Interviewing and Hiring Process**

Know what to expect in the VC recruiting process and how most firms conduct interviews

Understand the best ways to outreach to firms and how to position yourself as the best candidate, utilizing GVC's Career Services offerings

Utilize a comprehensive guide of interview questions and how to prepare for them

Learn tips & tricks from recent hires at well-known firms

**WEEK 5****Due Diligence  
Overview**

Understand the due diligence screening process, the market test, what a scorecard is, how to evaluate the team & product, know what product KPIs are, & recognize what a competitive moat is

Proper calculation of TAM & required exit size

How to write a useful, one-page deal summary

**WEEK 6****Joining the Investor Program**

Understanding GoingVC Partners, how to join as a Venture Partner, & how it can help advance your VC career as you are put squarely in the role of a VC

**WEEK 7****Sourcing**

Deal sourcing best practices

Where to meet founders and how to conduct outreach with templates & meeting preparation advice

Tips on how to build a relationship after the first meeting

Creating your own deal flow database

**WEEK 8****Evaluating Business Models &  
Key Metrics**

Understand how to evaluate the major business models & key metrics relevant to venture capitalists across industries, with a focus on SaaS Metrics

**WEEK 9****Personal Branding**

Learn a framework + best practices for growing your personal brand and building an audience, how to do so, and why it's important

**WEEK 10****Financial Modeling and Due Diligence**

Understand runway, burn rate, and startup accounting 101

Understand why entrepreneurs should create a financial model from scratch (how to do it yourself, too), and why that's important for investors

Know what to analyze while assessing financial and technical due diligence, using a real world-scenario to do so

**WEEK 11****The Importance of D&I and Founder Empathy in VC**

Understand the importance of diversity, equity, & inclusion in VC and the best practices promoting D&I in the industry

Understand the importance of having empathy for founders and how to best build relationships with founders, whether they are part of a VC's portfolio or not.

**WEEK 12****Capitalization Tables and Valuation Methods**

What are cap tables, why they are important, & how to construct a fully diluted one from scratch

Understanding of pre and post valuations and firm ownership

How to value a company using 8 different valuation methodologies

**WEEK 13****Term Sheets**

Understand what a term sheet is, how they are used, and the major terminology to know

Know the different kinds of terms sheets used for various financings & how to understand their nuances

**WEEK 14****Company Building & Portfolio Company Management**

Understand how VCs help portfolio companies build through various value-added services & high level strategy at each stage of a startup

Understand what the role of a board member is & how to be an effective member of a board

**WEEK 15****The Anatomy of an Exit**

Understand the general VC landscape of M&A's and IPOs

Understand the process a company goes through during an exit and how a VC plays a role in it

Study previous exit examples and learn how to model an exit scenario

**WEEK 16****Raising a Fund**

Understand what it takes to raise a fund and the overall process of it, including building relationships with LPs, establishing a fund's thesis & competitive advantages, creating a model to evaluate potential fund returns, examples of fundraising decks, and more.