



going√c

Welcome Packet

CONGRATULATIONS ON YOUR ACCEPTANCE TO THE GOINGVC PROGRAM!

GoingVC's flagship program is centered around a core of Education, Experience, Opportunity, Community, and Network that we know helps create the structured path needed to break into or advance your career in VC. No matter what your background is or where you're at in your career, being a member of GoingVC gives you access to a comprehensive "buffet" of offerings to help you target the areas of the industry where you're lacking the most and really optimize your chances of landing a VC role or launching your own fund.

ALUMNI SUCCESS

To date, **61.6%** of GoingVC members either have worked or are currently working in VC, an accelerator program, or venture studio. [Check out our featured alumni here.](#)

Our alumni have gone on to work at top funds, including:

FLOODGATE

**HUSTLE
FUND**



SHASTA 

 **Redpoint.**



HOW IT WORKS: GOINGVC'S FIVE CORE PILLARS

Every cohort has a structured, weekly cadence that includes live lectures from leading VCs, self-paced online educational content, community and networking events (virtual and in-person), investor program principal groups and pitch meetings (opt-in), and self-paced online educational content.

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 or launching your own fund. [Check out the curriculum overview here.](#)

EXPERIENCE

We believe the best way to learn is by doing. As a member of GoingVC, you'll have a chance to participate in our [Investor Program](#), which in conjunction with our investment vehicle, GoingVC Partners, places you in a role with many of the same responsibilities a VC Associate would have – thereby allowing you to do the job, before you have the job.

OPPORTUNITY

A majority of GoingVC members enter our program with one goal in mind, to break into or advance their careers in VC. As a member of our program, our team will provide you with as much support as possible to help you reach that goal, including helping you find open roles, interview/resume prep resources, and connecting you with hiring VC firms.

COMMUNITY

One of the things our members and alumni consistently tell us is that the best part of the GoingVC program is the community of people which exist within it (500+ folks and counting!). Our community is made up of some of the best and brightest in their fields. It is welcoming, engaged, and helpful on a daily basis – so becoming a part of it will significantly help position you for success. [Check out why Cohort 8 members joined GoingVC.](#)

NETWORK

The external GoingVC network is vast and includes VC professionals from all over the world (1,000+ firms and VC professionals). As a member of the program, you'll have opportunities to interact with many of them, forming relationships that will last your entire career.

WANT A MORE IN-DEPTH OVERVIEW OF THE FIVE PILLARS AND THE VALUE THEY CAN BRING YOU?

Check out the [recording of our Cohort 13 informational session](#), hosted by the Co-Founders of GoingVC, John Gannon and Arno Niazi. Here, we also featured several of our alumni who shared their experience and about why they love the GoingVC Program:

- [Laura Gomez Cadena](#) (Investor, [Healthworx](#), Cohort 7 Member),
- [David Pérez-Hernández](#) (Principal, [Roble Ventures](#), Cohort 12 member),
- [Duncan M. Hutchins](#) (Associate, [Avesta Fund](#), Cohort 11 member),
- [Daniele Viappiani](#) (Investor, Portfolio Manager, [GC1 Ventures](#), Cohort 9 Member)

THE GOINGVC MEMBER EXPERIENCE

When it comes to joining the GoingVC program, being busy with work or school is not a problem. The program is extremely flexible and is built for ambitious and busy career professionals. In terms of time commitment, the average cohort member spends ~5 hours/week on various program offerings and while we encourage you to partake in everything, it's up to you to determine how you best want to utilize your time across all the programming. You will be given the full calendar of events once you join and all lectures are recorded for those who cannot make it. Also remember, you'll always have access to all programming, so you can partake in various parts of the program as an alum as well.

QUESTIONS?

Contact us at team@goingvc.com or check out our [program FAQs](#).

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Let's go further together.



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Educational Curriculum Overview

THANK YOU FOR YOUR INTEREST IN GOINGVC!

GoingVC's flagship program is centered around a core of Education, Experience, Opportunity, Community, and Network that we know helps create the structured path needed to break into / advance your career in VC or raise your own fund.

This document focuses on the core pillar of "Education" and provides an overview of GoingVC's 16-week educational curriculum. ***Please note that there are two tracks within the flagship program including the Core Track and the Raising A Fund Track.***

HOW IT WORKS: 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.

There are 3 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

WEEKLY MODULE OVERVIEW

**All text in green denotes module modification specifically for the “Raising a Fund” track within the flagship program*

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
- Different 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

*VENTURE CAPITAL BASICS + FUND STRUCTURE

- All of the above, in addition to VC portfolio construction & the distribution waterfall

WEEK 3: CREATING AN INDUSTRY 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

*CREATING A VC FUND THESIS

- Understand best practices about creating a VC fund thesis (pertaining to the industry of your interest) and how to create the VC fund deck with templates

WEEK 4: AN OVERVIEW OF DUE DILIGENCE

- 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

*LP DUE DILIGENCE & BUILDING A GP TEAM

- Understand the LP Due Diligence process in depth and what limited partners are looking for while evaluating an emerging manager along with building a General Partner Team
- Model resources for LP reporting, VC Fund Term sheet, the Limited Partner Agreement

WEEK 5: THE VC HIRING & INTERVIEW 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
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WEEK 6: JOINING THE INVESTOR PROGRAM

- Understand 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 comprehensive 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: Importance of Inclusivity & Founder Empathy in VC

- Understand the importance of inclusion in VC and the best practices promoting accessibility 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 10: FINANCIAL MODELING & TECHNICAL 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: 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 12: CAPITALIZATION TABLES & 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 nuance

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&As 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.

Let's go further together.

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