

# FINANCE *for* GROWTH

## IN-DEPTH COURSE IN VALUATING AND FINANCING LIFE SCIENCES & HEALTH SMEs FOR GROWTH

November & December 2019  
Amsterdam

### 7 X FRIDAY PROGRAM COVERING:

- Fundamentals of strategic financing
- Financial statements
- Advanced calculations with Excel
- Return on investment
- Evaluating a project financially
- Negotiating with Venture Capital
- Company valuation
- Controlling the cash flow

### Deadlines:

Application deadline: 15 October 2019  
Apply soon as places are limited!

### ADMISSION

- Apply soon as places are limited!
- Standard fee for the course: €2,850

All prices are excl. VAT and including the books *Venture Capital Deal Terms* by Harm de Vries and *Corporate Finance* by Berk and Demarzo.

### ECTS CREDITED

The course has a study load of 6 ECTS (168 hours). You will receive a certificate of attendance after finalizing the course.

AN INITIATIVE OF



PROMOTION PARTNER



### FOR MORE INFORMATION AND REGISTRATION:

W: [www.bdplifesciences.com/f4g](http://www.bdplifesciences.com/f4g)  
E: [info@bdplifesciences.com](mailto:info@bdplifesciences.com)

[www.bdplifesciences.com/f4g](http://www.bdplifesciences.com/f4g)

## VALUATING AND FINANCING LIFE SCIENCES & HEALTH SMES FOR GROWTH

Are you a Tech Transfer Officer, a Business Analyst, a Policy Maker or Advisor who needs to thoroughly evaluate business proposals and business cases? Or are you an entrepreneur seeking investments and aiming for clear and convincing investment propositions? Then, gain insights in valuating and financing Life Sciences & Health SMEs through this course Financing for Growth, organised by Vrije Universiteit Amsterdam. Based upon real case studies within the Health and Life Sciences sector you will learn all the ins and outs of the fundamentals of strategic financing, the theory and practice of valuation and practical aspects of incorporation.

DATES	MODULE	CONTENT
1 Nov 2019	<b>1. The basics of strategic funding:</b> market trends and financial statement analysis	Why and how does the biopharma market differ from traditional markets in terms of financing? What to learn from financial statements? The basics of reading and interpreting balance sheets, profit and loss statements and cash flow statements
8 Nov 2019	<b>2. Financial feasibility:</b> smart calculations, financing of early stage ventures and getting new products reimbursed	How to conduct smart calculations with a common spreadsheet tool: advanced use of Excel functions. What role do budget impact and incremental cost-effectiveness play in evaluating biotech projects? How do I finance a business? Applying non-dilutive funding to finance life sciences ventures
15 Nov 2019	<b>3. Negotiating a deal:</b> the time value of money, capital budgeting, and deal terms	Why the profits in pharma need to be high, or: the time value of money and capital budgeting? What to look for when negotiating with venture capital? The most often used venture capital deal terms and the most overlooked clauses.
22 Nov 2019	<b>4. The impact of risk and return:</b> cost of capital and industry specific margins	When it might be better to wait. Using real options in the biopharma sector. How do venture capitalists value companies before they invest? Experiences from a seasoned investor.
29 Nov 2019	<b>5. Valuating your company:</b> your approach and the approach of the VC	How much is my company worth? Applying different techniques to value companies? How much is my company worth? Understanding the approach VCs take on evaluating the value of your company?
6 Dec 2019	<b>6. Securing an exit:</b> perspectives of investment bankers and valuation of M&A deals	Mergers and acquisitions to further your innovation: how do they work and what is their value? What to take into account when selling your company: real-life examples on how investment bankers evaluate your company?
13 Dec 2019	<b>7. Get active:</b> understanding and applying 24 financing modalities while keeping in control of your finances and optimizing your fiscal position	Understanding and applying over 24 financing modalities for your firm (with an emphasis on non-dilutive instruments). How to keep in control of your company's finances and optimize your fiscal position. Practical, fiscal and accountancy aspects of incorporation and financing in the Life Sciences? When standard financing modalities are not enough. The use of crowdfunding in health and life sciences.

PROGRAM DIRECTOR	
Eric Claassen	Professor Vrije Universiteit Amsterdam

FACULTY/SPEAKERS 2019	
Bart Bergstein	Board member various life sciences companies, former Managing Partner Forbion Capital Partners
Arjan Bisseling	Owner AsjesBisseling Belastingadviseurs
Eric Claassen	Professor Business Management & Entrepreneurship in Health & Life Sciences
Simon Douw	Crowdfunding & wakkere leerprogramma's @downsideup
Matteo Milone	Assistant Professor Finance, focusing on the interaction between social and financial performance at the level of both institutions and investors
Yves Prevoo	Founder & CEO of Easee, a health tech start-up with over a decade of experience in health care marketing in biopharmaceutical companies
Mark Schauten	Assistant Professor Finance, focusing on economic challenges and finance
Arjen Siegmann	Associate Professor Finance, focusing on loss aversion and hedging
Henk Viëtor	Partner FFUND
Harm de Vries	General Partner Innovation Industries and author of the book "Venture Capital Deal Terms"