



CHRISTIAN
— KUMAR —

Mastering Entrepreneurship

DEVELOP THE PERFECT PLAYBOOK

BRUSSELS NOV 8 2021



Christian Kumar

- Mathematician - Studied Applied Maths
- Investment Banker - Fixed Income and Debt
- Strategist - Commercialisation
- Entrepreneur, Investor, Venture Philanthropist

- Growth Hacker! Deal Junkie!
Chief Trouble Maker
- Detailed profile
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Capital Kinetics

Our mission is to empower entrepreneurs, developers, scientists, clinicians and students to **commercialise and advance technology or innovation** in their chosen fields through corporate strategy.

CKademy provides mastery in innovation management and commercial strategy, supported by a keen look at modern methods of funding.

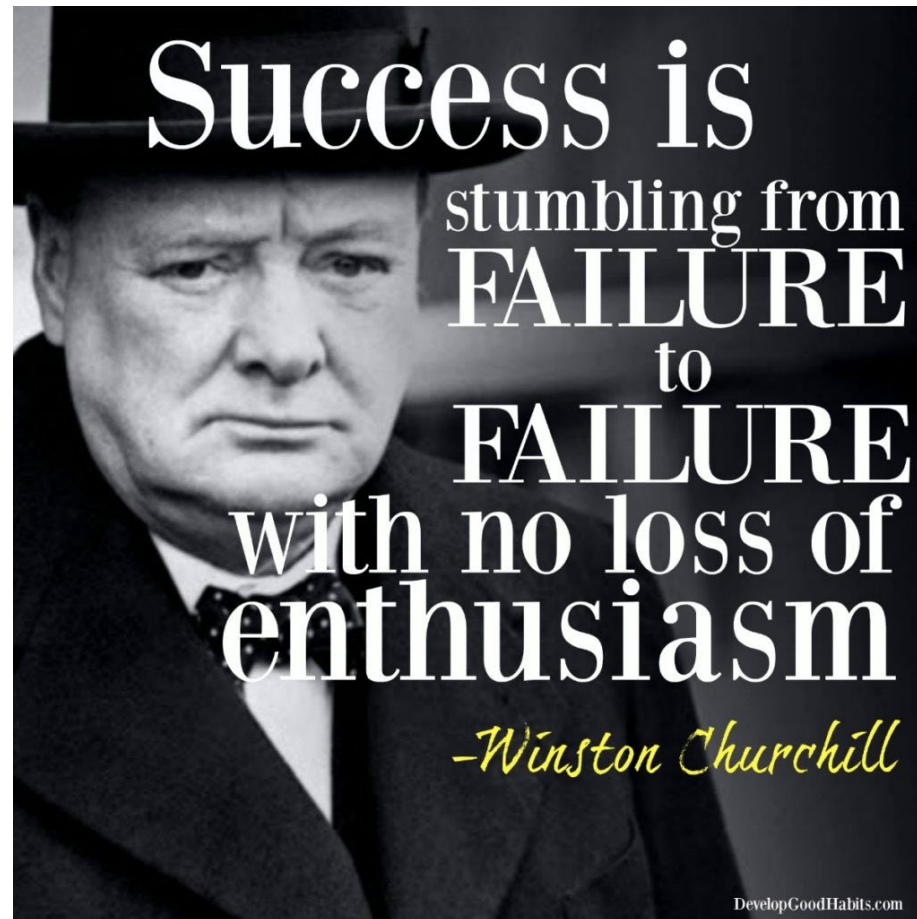


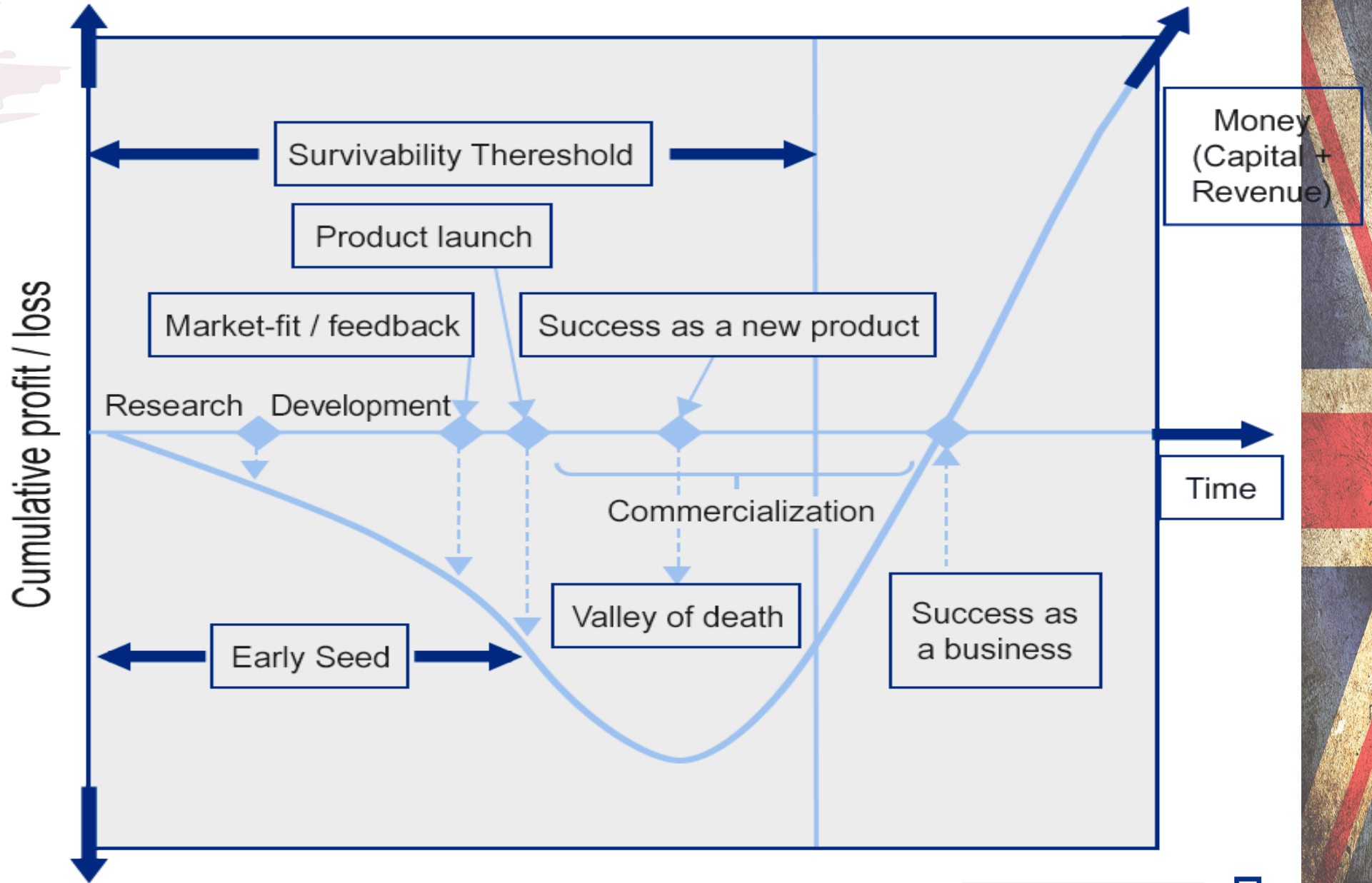
Entrepreneurship

- Merriam-Webster
- Definition
 - one who organizes, manages, and assumes the risks of a business or enterprise
- Essential Meaning
 - a person who starts a business and is willing to risk loss in order to make money

Entrepreneurship

Learning
from
failure





Venture capitalist

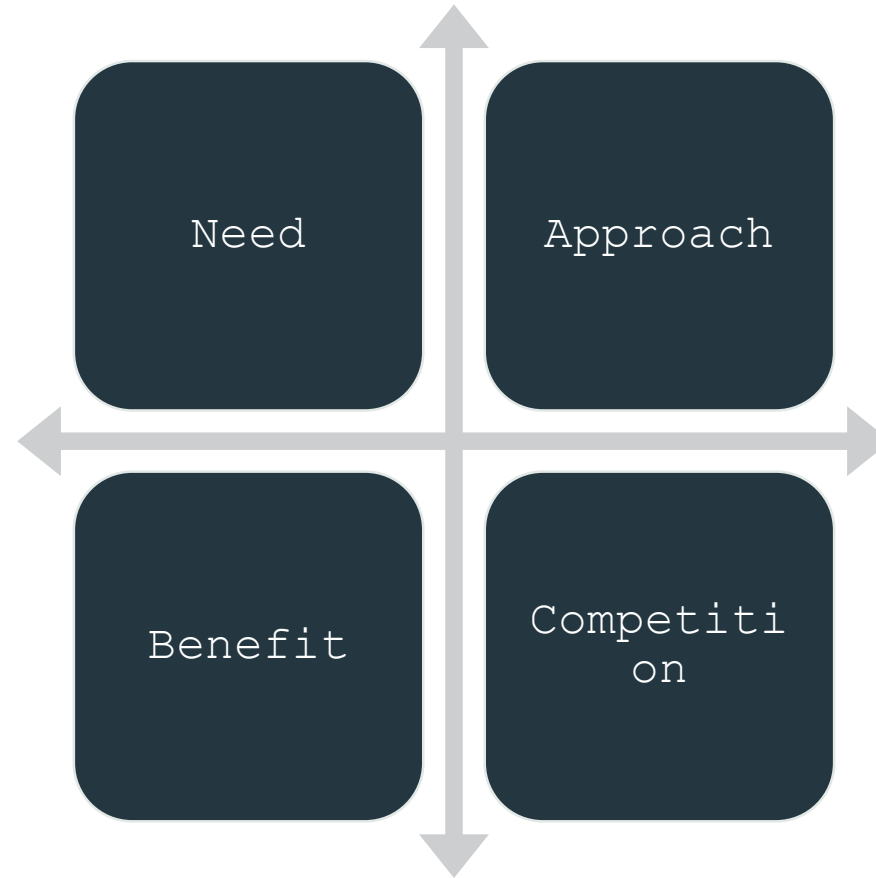
- an investor in companies or projects in which there is a substantial element of risk, typically new or expanding businesses.

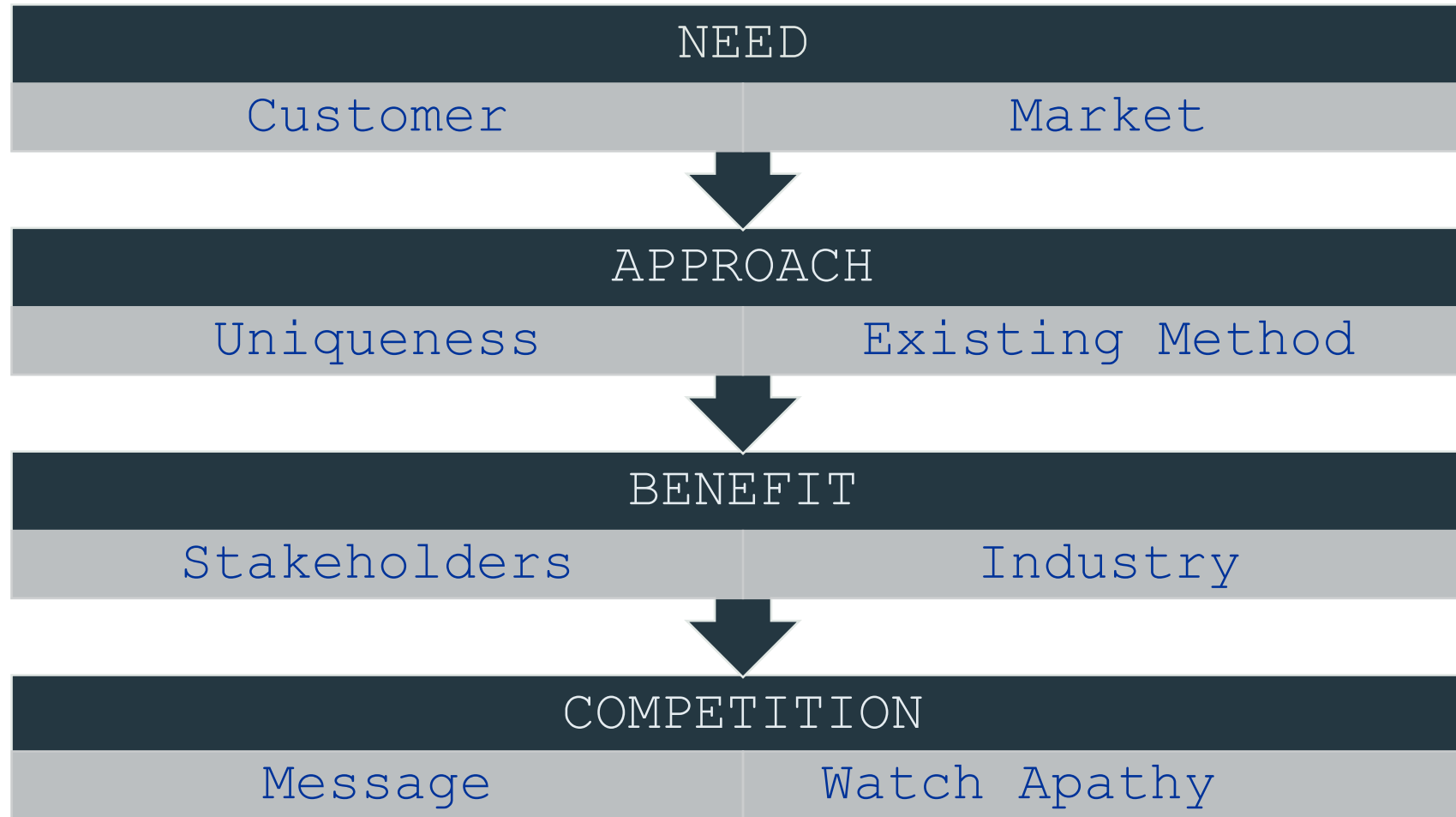


Demand based business model



STANFORD
UNIVERSITY





Innovation

- Conceptualising the idea
- Developing a modern approach to the business model canvas
- Not just what you are developing, **but why**
- Creating Value [the new business model canvas]
- Who are the beneficiaries

Innovation

- Innovation Management
- Prototyping
- Regulations
- IP and Barriers to Entry
- Peer review
- When is a patent not the right method



The Business Plan

- The Audience
- What's Changed
- Fact Checking
- Content





Funding

- Corporate Funding
- Beyond grants
- How to assess equity
- Debt as an alternative
- Strategic funding
 - CLN [Convertibles loan notes]
 - Option Agreements
- How much
- ROI



What does the VC want to hear !

- Development Plan
- How much venture left in proportion to the capital being invested
- How many more rounds of funding
- GTM - time to revenue
- IP - barriers to entry
- VALUATION

Financial Projections

- Keep it Simple
- Only ONE Model
- Sensitivities
- ROI
- Cash Flow
- BE or Cash Collection



Perfect Pitch

- 1 Minute Introduction
- 3 Minute Wonder
- 5 Minute Perfection
- 10+ Minutes

DEATH BY
POWERPOINT



The Pitch [what the investor sees]

- Who are you
- What do you do [need]
- How do you do it [approach]
- Why do you do it [benefit]
- Why you [competition]
- What's in it for me [investor]
- What if it goes wrong

Workshop

- 24th November 2021 [online]
- Developing the playbook
- Perfect pitch
- Asking for money!
- Valuation
- Minutiae of investment



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Christian Kumar
DEAL JUNKIE

