

VCCIRCLE TRAINING

1<sup>ST</sup> APRIL 2016, SINGAPORE

# VALUATION AND FUND RAISING FOR TECH-STARTUPS

THE  
VCCIRCLE  
NETWORK  
A *News Corp* Company



## PROGRAMME OVERVIEW

Success stories of technology startups such as Google, Alibaba, Flipkart and Amazon have not left Southeast Asia untouched. After the booming Indian startup scene, a number of ASEAN countries are now gearing up to attract entrepreneurs and stimulate the creation and growth of startups. China and India, in fact, are leading the trend not only in Asia but globally.

Of late, the exponential growth in market value of technology startups worldwide has generated great curiosity in investors and investees. In this workshop conducted by VCCircle Training in Singapore for participants, experts will train participants in new valuation methods and approaches along with governance and regulatory requirements for technology startups.

## PROGRAMME INSTRUCTORS



### **Srividya Gopalakrishnan**

Managing Director, Valuation  
Advisory Services, Duff &  
Phelps Singapore Pte Ltd

**Srividya Gopalakrishnan** is the managing director of Duff & Phelps Singapore Pte Ltd. She set up American Appraisal Singapore operations in 2012, which later got acquired by Duff & Phelps, the largest global independent valuation advisory firm.

She provides a range of services relating to valuation, transaction consulting and related advisory services. She has over 18 years of experience in valuations, M&A, corporate finance, corporate strategy and management consulting. She has advised numerous companies on valuations for the purposes of transaction, restructuring, financial reporting, dispute resolution and financing.

Prior to joining American Appraisal, Srividya was the Partner and Practice Leader – Valuations at Grant Thornton India. She established their valuation practice in 2004. Under her leadership, the practice grew to one of the largest, at a national level. Srividya has also worked with Baring Communications Equity Asia (BCEA), a private equity fund in Singapore, part of the ING-Barings group and with A.F. Ferguson & Co (part of Deloitte) earlier in her career.

Srividya has advised several global and Asian clients including Oracle, Berkshire Hathway Group, Crowncork, Carlyle, OCBC, Advent, Wipro, Genpact, WNS, Dr. Reddys Labs, Biocon, Statschippac, Ford, Arvin Merritor, Nippon Express, Marubeni Itochu, First Pacific, Heineken, Cairn Energy, Vedanta Group, FMCG etc across a variety of sectors such as technology, life sciences, manufacturing, energy & resources etc.

Srividya has published various articles on valuation, PE/VC and M&A, and has been interviewed by several television channels, newspapers and magazines. She is a regular speaker at conferences and seminars.

Srividya is a Post Graduate Diploma in Management (equivalent to MBA). She is also a Graduate of the Institute of Cost & Works Accountants of India and has a Bachelor of Commerce.



### **Andre Toh**

Partner, ASEAN Leader  
for Valuation & Business  
Modeling, Ernst & Young  
Solutions LLP, Singapore

**Andre** has more than 18 years of experience in all aspect of valuations and is part of the Ernst & Young Global Valuations Discussion Group for financial reporting and a member of the Valuation Sub-committee of Institute of Singapore Chartered Accountants (ISCA) Financial Reporting Committee. He is also a member of the Working Committee with Intellectual Property Office of Singapore (IPOS) on accreditation framework for valuers. He speaks regularly in seminars and conferences on valuations and has written various articles on this topic. Andre has acted as an expert in the Courts of Singapore as well as arbitration proceedings. He is a Chartered Accountant with ISCA and a Fellow with CPA Australia.



### **Alan K Hsu**

General Partner, KK Fund

**Kuan Hsu** started his career with McKinsey & Co. in the US, then focused on supply chain management in the US and China while at Solectron, an Electronics Manufacturing Services provider.

He obtained an MBA/MA joint degree from the University of Pennsylvania Wharton School and became an investment banker in the US with Goldman Sachs, executing M&A deals in the Technology, Media and Telecommunications sector.

Kuan subsequently moved to Singapore, executing private equity deals at Temasek Holdings prior to becoming a venture capitalist responsible for GREE Ventures' Southeast Asian operations.

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## **WHO SHOULD ATTEND?**

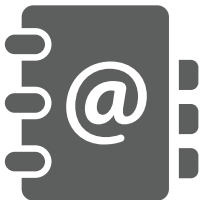
This is a serious workshop created for ambitious startups, senior executives and strategists from e-commerce, fin-tech and health-tech companies. Entrepreneurs and PE/VC professionals planning to enter the e-commerce space also make ideal participants. Seasoned practitioners looking to upskill themselves and grow their practices will find value after attending this workshop.



## WHY YOU SHOULD ATTEND?

This workshop will cover the fundamentals of e-commerce valuation and its various approaches, limitations and caveats, and case studies in application. Towards the end, participants should be able to:

- Understand the new valuation methods and approaches
  - Learn fundraising strategies
  - Analyse and critique the use of appropriate valuation models
  - Know governance and regulatory requirements
  - Foresee the growth of e-commerce industry
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## AGENDA

### **Value Drivers, Valuation Approaches & Global Learnings**

- Tech Startups - Evolution & Key Characteristics
- Financing life-cycle and Value Drivers
- Valuation Approaches - Venture Capital Method, Real option, Probability-weighted methods and various alternative approaches
- Global Illustrations
- Valuation Myths and Realities

### **Startup valuation - Key performance indicators**

- Average revenue per user
- Customer attrition (Churn Rate)

- Customer acquisition cost
- User engagement - Active users
- No of installs
- Customer life time value
- Conversion rate (funnel)

### **Valuation of Health-Tech & Fin - Tech Companies - Case Study**

### **Fund raising for Startup companies**

- Identification of fundraising prospects
- Types of Fund Raising
- Fund raising strategy
- Tips for Successful Fundraising

# REGISTRATION FORM

Standard Fees per Participant: **USD 700**

Date of Registration:

## Early Bird Discount:

15% Discount from till 25th March '16 i.e. USD 595 per Participant  
For group of 5 or more - USD 500

## DELEGATE DETAILS

|               |          |  |  |             |         |         |            |  |  |  |
|---------------|----------|--|--|-------------|---------|---------|------------|--|--|--|
| COMPANY NAME  |          |  |  |             |         |         |            |  |  |  |
| ADDRESS       |          |  |  |             |         |         |            |  |  |  |
|               |          |  |  |             |         | PINCODE |            |  |  |  |
| CONTACT NO.   |          |  |  |             | FAX NO. |         |            |  |  |  |
| DELEGATE NAME | EMAIL ID |  |  | DESIGNATION |         |         | MOBILE NO. |  |  |  |
|               |          |  |  |             |         |         |            |  |  |  |
|               |          |  |  |             |         |         |            |  |  |  |
|               |          |  |  |             |         |         |            |  |  |  |
|               |          |  |  |             |         |         |            |  |  |  |

**PAYMENT DETAILS** | Kindly send DD/Cheque in favor of "Mosaic Media Ventures Pvt Ltd", payable At Par.

| BANK NAME | BRANCH NAME | CHEQUE/DD No. | AMOUNT |
|-----------|-------------|---------------|--------|
|           |             |               |        |

**You can also directly deposit cash, submit cheque or transfer online to our ICICI Bank a/c:**

**Account Name:** Mosaic Media Ventures Pvt. Ltd.  
**Account No:** 629705015595  
**Branch Name:** C-24&25, Acharya Niketan,  
Mayur Vihar, Phase-1, Delhi-110091  
**IFSC Code:** ICIC0006297  
**Swift Details:** ICICINBBCTS

**Cheque / DD has to be sent to:**

Mosaic Media Ventures Pvt Ltd  
A-83, Ground Floor, Sector-2, Noida-201301  
Phone: (91)120-4171111  
Fax no: (91)120-4171124  
Mobile: (91)9650927738  
Contact Person: Raj  
Email: training@vccircle.com

### Terms & Conditions

- No refunds will be granted for cancellations made within 7 days of the workshop. Those delegates who have confirmed and do not attend, are liable to pay the full course fee and no refunds will be granted.
- Cancellation fee of 50% will be applicable 15 days prior to the workshop.
- Cancellation fee of 25% will be applicable up to 21 days prior to the workshop.
- Participants can cancel their registration 30 days prior to the event for a full refund.
- Substitutions within a company are permitted through the workshop/training date, request must be by email to training@vccircle.com
- Company reserves the right to amend content, expert, venue & date(s) of the workshop
- Participants will be refunded the registration fee in full in case the workshop gets cancelled.
- Company assumes no liability for any costs including transportation, hotel reservations or any other costs incurred by participants in the event of cancellation.