

PROGRAM INFORMATION FORMAT

Course Name	Valuation and Financing Strategies for Start-ups
Course Name as on Certificate	Valuation and Financing Strategies for Start-ups
Certificate Issued by	IIM Jammu
Institute	Indian Institute of Management Jammu
Introduction	The program covers the business valuation approach for start-ups. It will cover basic concepts of Discounted Cash Flow valuation and market comparable valuation approaches. The program will also help entrepreneurs in preparing pitches for fund raising.
Course Objectives	1. Understanding of Value Drivers; 2. Understanding of Different Valuation Approaches; 3. Building Valuation Models; 4. Funding Sources for Start-ups; 5. Pitch Deck Preparation for Fund Raising
Eligibility	NA
Program Prerequisites	Basic Understanding of Finance and Accounts
Target Segment/ Who Should Attend	Existing Entrepreneurs; Budding Entrepreneurs; Investors
Type of Certificate	E-Certificate
Total No. of Hours	30 Hours
Fee	INR 30,000 + GST
Date	1/24/2026 to 4/11/2026
Mode	Online
Pedagogy	Online Session
Course Content	1. Basics and Philosophy of Valuation 2. DCF Valuation Model 3. Alternate DCF Valuation Models – APV, FCFE 4. Relative Valuation Methods 5. Financing Sources 6. How Investors Assess Investment Opportunity 7. Pitch Deck Preparation
Key Programme Highlights/USP	Start-ups will be given a chance to present their pitches to Angel Investors and venture Capitalists
Program Directors	Dr. Ashish Kumar ,NA, and NA
Key Attractions for sessions	Help Entrepreneurs in getting ready for equity fund-raising

