## **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				
	1. Basics and Philosophy of Valuation				
	2. DCF Valuation Model				
	3. Alternate DCF Valuation Models – APV, FCFE				
Course Content	4. Relative Valuation Methods				
course content	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				