

Certificate Course

Entrepreneurial Principles and Market Expansion: Unlocking Silicon Valley for European Entrepreneurs

1st

Business School
in the world (1819)

4th

European Business
School
Financial Times

6

Campus in Europe,
Berlin, London,
Madrid, Paris, Turin
and Warsaw

6,000

Managers trained
each year

200

Professors
doing Research

80,000+

active alumni
in over 190 countries
in the world



Objectives

- Understand key entrepreneurial principles
- Acquire the necessary knowledge and skills to expand your business into the US market
- Develop market entry strategies taking legal and regulatory requirements into account
- Manage funds and investor relations

Benefits for participants

- High-profile lecturer, Jack Fuchs, with ample experience in venture capital, start-up, and multinational corporations
- Comprehensive course covering key areas for market expansion
- Hands-on learning experience

Profile

- Founders, entrepreneurs or intrapreneurs interested in entering the US American market or adapting best practices in entrepreneurship, fund management and investor relations
- Participants should be proficient in English

Course outline

SESSION 1

Entrepreneurial principles
(3 hours)

- Introduction to entrepreneurship – US and global ecosystems
- Entrepreneurial mind-set and characteristics
- Business idea generation and validation

SESSION 2

Entering the US market
(3 hours)

- Market research and analysis – which markets when?
- Legal and regulatory considerations
- Market entry strategies and organizational implications
- Case studies on successful market expansion

SESSION 3

Managing funds and investor relations
(4 hours)

- Financial management for startups
- Funding options for growth – term sheets and staged finance
- Pitching to investors and building relationships
- Principles of effective board and investor relations – case studies

SESSION 4

Workshop and Q&A
(2 hours)

- Interactive workshop to apply concepts learned
- Question and answer session with the instructor

Certificate

A certificate of completion will be awarded to participants who successfully complete the programme.

Academic Director



Prof. Dr. René Mauer

Chair for Entrepreneurship and
Innovation at ESCP Berlin

Lecturer



Jack Fuchs

Investor, global entrepreneur,
and lecturer



PRICE
€ 1,400



NEXT SESSION
APRIL 24TH – 25TH, 2024
12 hours



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LEARN MORE
escp.eu/unlocking-silicon-valley

This course is a standard element of the
Executive Master in Digital Innovation and Entrepreneurial Leadership.

ESCP benefits from the best international accreditations.
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6 national
recognitions

