



# Corporate Fundraising

17 - 19 February 2025

Kuala Lumpur

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## Corporate Fundraising Masterclass

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The course equips you with a comprehension of the various industry standards, strategies, and practices in corporate fundraising. Our course also offers in-depth knowledge of fundraising and gives an insight on how to identify potential investors who are willing to invest funds in your company, support, or sponsor organizational operations. Besides, you will also get an insight into the various issues encountered during fundraisings, such as various requirements, processes, documentation, terms, etc. in raising capital from the investors and markets.

### Overview

The course will provide a detailed explanation of the key concepts in corporate fundraising and how successful fundraising from the right investors can accelerate the company's progress and value. The course summarises both the investors/financial institutions and company perspective as per current industry trends and requirements. It covers detailed various funding options suitable for different situations and how do corporate choose the best options after analyzing the condition, obligations, and financial impact of these options on their business. Thus, a detailed analysis of all these funding options will help the participants to take vital business decisions in their career and thus save costs and add value to the company

### Who should attend

Anyone who wants to enhance their expertise in corporate fundraising should attend this course, which includes:

- Managers, business analysts, bankers, portfolio managers, etc
- Functional/ departments heads and fundraising professionals
- Middle to senior managers from different industries
- Fundraising professionals
- Business owners, entrepreneurs, investors, consultants, etc
- Any other professional who wants to build up his/her finance capabilities

### Methodology

Nontheoretical methodology, which includes interactive discussions, case studies, interactive games, and assignments to understand the concepts and their applicability.

### Trainer

We carefully choose all our trainers who possess rich and vast experience in the financial sector. The course will be conducted by experienced training trainers having more than 19 years of industry experience with some of the world's leading financial institutions, specializing in corporate finance, capital markets, investment banking, and private equity.

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**Course Content****Module – 1****Overview of Corporate Fundraising**

- Overview of corporate fundraising
- Why it is an important and regular need for corporates
- Some common myths in fundraising

**Module – 2****Process for Fund Raising**

- Process in corporate fundraising
- Some golden rules used in industry
- How best manage these process

**Module – 3****Strategies to Estimate Funding Requirement and its End Use**

- Various approaches to calculating the funding requirement
- How to build industry acceptable financial plan and funding gap
- Review different fund options and its suitability

**Module – 4****How to prepare for Fundraising**

- Different house cleaning steps needed
- Preparing of relevant documents
- Requirement of a various internal and external team

**Module – 5****How to Create a Strong Team**

- Critical mistakes in involving team
- Strategies to balance in-house vs. external expertise
- How to allocate responsibilities

**Module – 6****Preparation of Virtual Data Room**

- Why prepare a virtual data room
- List of documents required
- How to reduce time and process

**Module – 7****How to Prepare for Due Diligence**

- Importance of DD in fundraising
- Steps involved in DD and how to manage the process
- Cost and time issues
- Key mistakes to avoid

**Module – 8****Role of Various Advisors in Fundraising**

- How do advisors help in raising funds
- Best utilize the external resources at minimum costs
- Key mistakes to avoid

**Module – 9****Strategies to Manage/Improve the Internal Cash Flows**

- How to improve your cash flows
- Managing your budgets and its impact
- Treasury, operations and cash management

**Module – 10****Capital Market including IPOs, Bonds, etc**

- IPOs in various markets
- Process and costs in IPOs
- Various obligation and compliances

**Module – 11****How to Raise Private Equity**

- How does a PE funding work?
- Process of deals evaluation

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- Keys terms and obligation

### Module – 12

#### How to Raise Angel and Venture Capital

- When to seek angel investments
- Various sources of angel investments
- Risk and its management

### Module – 13

#### How to Raise Project Finance

- Suitability of Project finance and its sources
- Keys things analyzed by banks
- Key terms and obligations

### Module – 14

#### How to Raise Working Capital and Export Finance

- Various options and their costs
- Review the business and its sources
- Documents required and timeliness
- Reviewing the potential credit problems

### Module – 15

#### How to Raise Crowdfunding Platform

- Applicability of crowdfunding?
- Review of the different crowdfunding models

### Module – 16

#### How to Raise Mezzanine Loan

- Importance of a mezzanine loan
- How does mezzanine financing work?
- Key terms and suitability of various scenarios

### Module – 17

#### How to Raise Leases

- How to use leasing as a source of finance
- Keys terms and its management
- Strategy to raise leasing financing and its implications

### Module – 18

#### Subsequent Actions after Corporate Fundraising

- How to manage investors relations and compliances
- Mistakes in Corporate Fundraising
- How to manage influence prospective investors in your organization

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### DELEGATE REGISTRATION FORM

#### Course fees

(Fees per participant)	Single	Group**
Normal fees	SGD 2,699	SGD 2,599
Early bird price*	SGD 2,499	SGD 2,399

\*Payment 30 days before commencement of course

\*\*Minimum of 3 participants

The course fee includes

- Three days of dedicated expert training
- Lunch and refreshments
- Copies of relevant course material

#### Venue Details

- All our training sessions are held in good locations, assuring a high level of comfort and a conducive learning environment.
- Due to variation in the number of participants, final venue details will be mailed 14 days before the course commences.
- Registration : 8:30 am
- Session timings: 9:00 am to 5:00 pm
- **Disclaimer:** Riverstone Training reserves the right to change the venue or postpone the course due to unforeseen circumstances.

#### Company Information

Company Name : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Contact Person : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 Email : \_\_\_\_\_  
 Phone : \_\_\_\_\_

#### Delegate Information

Name (1) : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 Email : \_\_\_\_\_  
 Phone : \_\_\_\_\_  
 Name (2) : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 Email : \_\_\_\_\_  
 Phone : \_\_\_\_\_

#### Payment Terms

- Full payment is required for seat confirmation.
- Make a crossed cheque or bank draft payable to **Riverstone SG Pte Ltd.**
- Mail your payment with this registration form to **Level 20, Tower 2, One Raffles Place, Singapore 048616.**
- Alternatively, you can do a bank transfer to OCBC Bank account no **686679846001** (Branch no: 7339).

#### Cancellation Policy

- If you are unable to attend, a replacement delegate is always welcome.
- Any cancellation must be made in writing to Riverstone Training at least 14 days before the event date. A full refund, less an administration fee of SGD 150, will be given.
- For written cancellations received less than 14 days before the event date, no refunds will be given. However, you will receive a 100% credit voucher that can be applied to any of our subsequent training courses within six months of the initial registration.

#### Need in-house training on the same topic?

For in-house training on the same course or customized course, please contact us through

Email : register@riverstonetraining.com.sg  
 or  
 Phone : +65 9730 4250