LBAN LUXEMBOURG BUSINESS ANGEL NETWORK

Angel Academy 2022-2023

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Foreword

Dear members and friends of LBAN,

It is a pleasure to present to you LBAN's new training programme, the Angel Academy 2022-2023.

We have witnessed renewed interest and appetite for bespoke education around early-stage investing and Luxembourg's entrepreneurial ecosystem. In response, we have revamped our training program to provide participants with the theory of early-stage funding. We include these aspiring angels in the ongoing activities of our Investment Committee from the start to further their understanding with real-life, practical examples.

We hope you will enjoy our new Angel Academy.

With kind regards,

Stephan Peters, Christophe Bianco, and Ronaldo Rossi
LBAN Members Committee

Programme

LEVEL 1

Getting Started with Angel Investing

Learn the foundation of early-stage investing before you make investments in startups.

1. Investment Strategy
2. Due Diligence
3. Business Model and Financials
4. Valuation
5. Deal Terms

LEVEL 2

Managing your Portfolio

Once Invested, learn how to manage your investments and look for exits.

1. Portfolio Management
2. Follow-on Rounds
3. Exiting Investments

LEVEL 3

Leading the Deal

After understanding the key concepts, learn how to take an active role in due diligence negotiations.

1. Advanced Due Diligence
2. Advanced Valuation
3. Advanced Deal Terms

Features

Our trainings will take place in an in-person setting to allow our members to share learnings with peers and interactively learn from each other. Nevertheless, to allow for flexibility and efficiency of virtual learning, as we have all experienced during the past few years, all modules will be recorded and accessible for replay to participants for six months.

The modules will be provided by experienced investors and serial entrepreneurs who share their knowledge with participants.

The sessions will be practical with use-cases based on investments LBAN is currently managing and tailored to the Luxembourg ecosystem with an exposition of local stakeholders and their roles. As such, we request you to sign an NDA.

Attendees are encouraged to share their experiences and raise any issues they face or have experienced in the past.

Pricing

We offer favorable pricing to our LBAN members at EUR 100 per training hour. Non-members are also allowed to attend for EUR 125 per training hour.

Furthermore, we offer discount rates for bundle purchases:

Bundle	Discount Rate
2-4 modules	10% on total bundle price
5-7 modules	15% on total bundle price
8-10 modules	20% on total bundle price
All 11 modules	25% on total bundle price

Please note that all prices are excluding VAT and still subject to 17% VAT.

Schedule

Date	Module	Duration
03 October 2022	1.1. Investment Strategy	2 hours
25 October 2022	1.2. Due Diligence	2 hours
29 November 2022	1.3. Business Model and Financials	3 hours
15 December 2022	1.4. Valuation	3 hours
24 January 2023	1.5. Deal Terms	3 hours
28 February 2023	2.1. Portfolio Management	2 hours
28 March 2023	2.2. Follow-on Rounds	2 hours
25 April 2023	2.3. Exiting Investments	2 hours
30 May 2023	3.1. Advanced Due Diligence	3 hours
15 June 2023	3.2. Advanced Valuation	3 hours
27 June 2023	3.3. Advanced Deal Terms	3 hours

LEVEL 1

Getting Started with Angel Investing

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1.1 Investment Strategy

Objectives

- Explain the need of an investment strategy for a business angel
- Learn to develop, use and update your early-stage investment strategy

Topics

- Do angels get liquidity and make money?
- How do you build a personal investment strategy as a business angel?
- How should you use and improve an early-stage investment strategy?

Timing & Duration

- 03 October 2022, 18:00-20:00
- 2 hours

Price

- LBAN Member: EUR 200
- Non-Member: EUR 250

Eric Weber

Member of Investment Committee, LBAN

- Experienced angel investor with specialization in FinTech and IT
- Senior Program Manager with a demonstrated history of delivering global projects and product features in the payment industry
- Strong project management professional with a Master of Science in Banking and Finance from the Luxembourg School of Finance, and EPFL

1.2 Due Diligence

Objectives

- Learn about the various aspects you need to analyze when assessing a company and what to inspect closer. Leading to the right conclusions if a deal fits or not.

Topics

- What is Due Diligence?
- How do you run a Due Diligence process?
- How should you approach an already-curated investment opportunity?

Timing & Duration

- 25 October 2022, 18:00-20:00
- 2 hours

Price

- LBAN Member: EUR 200
- Non-Member: EUR 250

Romain Hoffmann

Head of Investment Committee, LBAN

- Business angel investor since 2017
- LBAN board member and head of the investment committee since 2020
- Led on numerous deals including negotiation of deal terms and conditions
- Experience as a board member of several start-ups
- Professional experience in corporate finance for 30 years
- Degrees in business administration and software programming

1.3 Business Model and **Financials**

Objectives

- Learn to assess the startup's revenue generating model
- Learn the basics of finance and accounting when dealing with startups.
- Learn to assess the startup's financial situation and projections.

Topics

- What are the fundamentals that drive a startup's business?
- What is the structure of financial accounts?
- What should you pay extra attention to in the startup's financial accounts?

Timing & Duration

- 29 November 2022, 18:00-21:00
- 3 hours

Price

- LBAN Member: EUR 300
- Non-Member: EUR 375

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1.4 Valuation

Objectives

- Learn about the most common methodologies of valuing early-stage ventures.

Topics

- What should you receive from the startup in exchange for the capital you plan to invest?
- What are the most common valuation methodologies? What are the benefits / drawbacks of them?
- Understand the balance between deal terms and start-up valuation.

Timing & Duration

- 15 December 2022, 18:00-21:00
- 3 hours

Price

- LBAN Member: EUR 300
- Non-Member: EUR 375

Julien Lecerf

Founder, Sextant Finance

- **2018 – Present : Sextant Finance**
  On-demand CFO for entrepreneurs and SMEs
  Financial due-diligences for VCs on small cap transactions
- **2006 – 2017 : CFO with Transatel, Finance Active and Etix Everywhere**
  Set-up finance processes while going international
  Capital raising and investor relations (equity / debt)
  Evaluating greenfield datacenter projects, Company acquisitions
- **1997 – 2006 : Senior Manager with EY, Paris**
  Statutory audit of large caps
  Buy side and sell side due-diligences
  Finance advisory including company valuation
- **1995 – 1996: Analyst with Banque Paribas, Sydney**
  Structured finance (mining, airlines, ...)
- **1995: Graduated from ESCP Europe, finance track**

1.5 Deal Terms

Objectives

- Learn about the legal documentation and the clauses that are most relevant to investing in startups.
- Learn about the process of setting and negotiating the deal terms.

Topics

- What are the different types of legal documents?
- Why do entrepreneurs and investors need these documents?
- What are the key clauses for equity and for convertible loans?
- How should you assess deal terms if others negotiated them?

Timing & Duration

- 24 January 2023, 18:00-21:00
- 3 hours

Price

- LBAN Member: EUR 300
- Non-Member: EUR 375

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LEVEL 2

Managing your Portfolio

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2.1 Portfolio **Management**

Objectives

- Learn why business angels are a valuable advisor to the startups they invested in.
- Learn why managing your portfolio is important.

Topics

- What situations might occur for your portfolio companies after you invested? How can you support them to help navigate these challenges?
- How should you approach investor reporting?
- How should you monitor and support your investment, as a passive or active investor?

Timing & Duration

- 28 February 2023, 18:00-20:00
- 2 hours

Price

- LBAN Member: EUR 200
- Non-Member: EUR 250

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2.2 Follow-on Rounds

Objectives

- Learn how to assess follow-on rounds and decide whether to invest or not.

Topics

- What are different types of follow-on rounds?
- What is the typical process for a follow-on round?
- How can you support your portfolio companies to navigate this process?

Timing & Duration

- 28 March 2023, 18:00-20:00
- 2 hours

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2.3 Exiting **Investments**

Objectives

- Learn about different types of exits that might be possible and what triggers them.

Topics

- What is an exit? What is the typical process like?
- What are the financial and fiscal considerations?
- How should you increase the chances of a successful exit?

Timing & Duration

- 25 April 2023, 18:00-20:00
- 2 hours

Price

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- Non-Member: EUR 250

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LEVEL 3

Leading the Deal

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3.1 Advanced Due Diligence

Objectives

- Learn how to structure and lead the Due Diligence process.

Topics

- How should you lead the due diligence process? What is best practice?
- What should you assess during DD?
- What are the trade-offs between different types of processes?
- What tools are there to assist?

Timing & Duration

- 30 May 2023, 18:00-21:00
- 3 hours

Price

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- Non-Member: EUR 375

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3.2 Advanced **Valuation**

Objectives

- Learn how to choose the best valuation methodology and how to translate them into relevant terms.

Topics

- Investment structure and dilutive instruments: what impact on valuation ?
- How and when should you run the valuation process?
- How should you approach the valuation negotiations?
- How should you assess a valuation negotiated by others?

Timing & Duration

- 15 June 2023, 18:00-21:00
- 3 hours

Price

- LBAN Member: EUR 300
- Non-Member: EUR 375

Julien Lecerf

Founder, Sextant Finance

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  On-demand CFO for entrepreneurs and SMEs
  Financial due-diligences for VCs on small cap transactions
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- **1997 – 2006 : Senior Manager with EY, Paris**
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  Finance advisory including company valuation
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  Structured finance (mining, airlines, …)
- **1995: Graduated from ESCP Europe, finance track**

3.3 Advanced Deal Terms

Objectives

- Learn more about the key deal terms for equity and convertible loans, and the impact they have in subsequent rounds.

Topics

- What are the key clauses for equity and convertible loans? Which impact would different terms have on future negotiations? How do they stand up under follow-on rounds?
- How is the typical closing process structured?

Timing & Duration

- 27 June 2023, 18:00-21:00
- 3 hours

Price

- LBAN Member: EUR 300
- Non-Member: EUR 375

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THANK YOU

14 Rue Erasme,
L-1468 Luxembourg

+352 621 79 39 80

info@lban.lu
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