



Fundraising (SU-019)

(KAPITALI KAASAMINE)

SUBJECT DESCRIPTION

Credits (ECTS)	6.00 ECTS
Assessment	grading
Aim of the subject and short description	
Providing the opportunity to acquire competencies for involving seed funding. Understand the fundamentals of seed funding, company presentation (business pitching), fundamentals of intellectual property rights, startup finances, strategies of moving to target market, fundamentals of data privacy and system security, "Outbound" marketing techniques, team management, public relations and media relations.	
Learning outcomes:	
Student: 1. Creates presentation materials about the company, which meet common demands of angel investors. 2. Systemically makes contacts with domestic and international investor communities to present their venture and attract capital on favorable terms, to realize the company's opportunities for growth. 3. Implements marketing and public relations techniques for making the company's value proposition and brand identity attractive.	