

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

TREASURY & INVESTMENT MANAGEMENT

New Venture Development

Building a Venture Capital Standard Business Plan Across the 8 Facets of a New Venture

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Treasury & Investment Management	5 days & 2 weeks	US$ 2,650	3

OVERVIEW

About this course

This Seya Capital New Venture Development training course focuses on addressing the essential "8 facets of new ventures" through a hands-on, experiential process that results in an original, professional, venture-capital-standard business plan fully integrating the:

- Product-service concept
- Market
- Competition
- Business model
- Sales strategy
- Operations plan
- Management team
- Financial plan

This training course applies equally to traditional entrepreneurs pursuing an innovative start-up venture and to planning teams within a corporation tasked with launching a new product or service initiative. Delegates will

also develop a professional, industry-standard slide deck that parallels the business plan and is ready for formal presentation to capital providers, investors, or corporate senior leadership and boards.

This Seya Capital training course will highlight:

- Creating a product-service feasibility case for either the lowest-cost or most-differentiated position
- Researching the size and value of a target market for a product or service
- Developing a detailed competitive matrix across multiple product-service features and pricing
- Building a product-service specific business model
- Structuring a sales strategy for bringing the product or service into the target market
- Managing all resources, timelines, and key benchmarks in the new venture launch process

Building comprehensive financial models: cash flows, sources and uses of funds, investor capitalisation, projected sales and profit growth, and firm valuation

Producing a high-quality, professional business plan and accompanying slide deck

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
21 – 25 Jun 2027	Kuala Lumpur, Malaysia	5 days	**US$ 2,900**
28 Jun – 9 Jul 2027	Port Elizabeth, South Africa	2 weeks	**US$ 4,770**
5 – 9 Jul 2027	Port Elizabeth, South Africa	5 days	**US$ 2,650**

> Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

By the end of this Seya Capital training course, you will learn to:

- Write a professional business plan
- Put an initial valuation on a new enterprise, whether a traditional start-up or a corporate venture
- Perform a detailed market and industry analysis
- Conduct a feasibility analysis for a proposed product-service innovation
- Analyse a competitive matrix across multiple dimensions of product-service features and price
- Present a new venture idea, and critique other proposed new ventures
- Design a detailed business model for a new product-service concept
- Deliver a professional 8-point new venture presentation with accompanying slides

WHO SHOULD ATTEND

Designed for

This Seya Capital New Venture Development training course is suitable for a wide range of professionals, and will greatly benefit:

- Individual entrepreneurs with an existing company who want a broader, deeper understanding of the new venture development process
- Individual entrepreneurs planning to launch their own new venture
- Corporate product-service development professionals who want to bring a greater entrepreneurial perspective to designing and launching new initiatives
- Individual investors who want to deepen their understanding of the key facets that determine the best new venture opportunities and funding types (debt versus equity)
- Research and Development / Product Development teams looking to bring an entrepreneurial, creative-innovative mindset to their ideation, feasibility, and assessment processes
- Business Development Directors looking to proactively drive and initiate new product-service opportunities within the corporation
- Financial professionals who want to expand their assessment metrics for valuing new ventures

PROGRAMME

Course outline

Day 1: The Entrepreneurial Mindset and Skills-Process Flow

- Formal ideation and creativity sessions that yield tangible results
- Problem-solving in existing product-service markets
- Feasibility analysis and risk mitigation techniques
- Target-market assessment and valuation forecasts
- Stages of product-service development and market adoption
- Detailed competitive analysis and spotting opportunity

Day 2: Business Models, Pricing and Sales Strategy

- Understanding various business models
- Pricing variations and determining the demand curve for the proposed innovation
- Delineating direct variable costs of labour, materials, and supplies
- Enumerating fixed overhead costs irrespective of demand and sales
- Sensitivity analysis and "what-if" scenario simulations of pricing, costs, demand, and profit
- Formulating a detailed sales strategy with multiple market-penetration tactics
- Linking the sales strategy directly to the competitive matrix

Day 3: Operations and Logistics

- Production, procurement, subcontracting, and inventory
- Sales support, customer service, client relations, warranties, and returns/refunds
- Workforce considerations: part-time and full-time staff, management, and senior executives
- Infrastructure decisions: legal, banking and currency, shipping, and technology integration
- Facilities, regulatory compliance, rent versus own, lease versus buy, and intellectual property protection

Day 4: Comprehensive Financial Planning and the Management Team

- Detailed sources and uses of funds schedules
- 12-month pro-forma cash flows
- Time to revenue, time to breakeven, growth, and profitability
- 3-5 year potential performance
- Cap sheets and debt versus equity funding alternatives
- Valuation techniques
- Advisory board versus legal/fiduciary board
- Senior executives: pay, perks, recruitment and retention, and value to investors
- Delineating managerial span of control, responsibilities, and executive power
- Business development and product development teams within larger corporations
- Budgetary considerations and ROI assessment metrics

Day 5: Presenting, Evaluating and Critiquing New Venture Plans

- Finalising the business plan
- Finalising the supporting venture presentation and slide deck
- Developing and delivering high-quality, professional presentations
- Critiquing and evaluating other new venture presentations
- The role of venture forums: angel investors versus venture capital firms
- Finalising the new venture timeline and schedule of benchmarks and deliverables

METHODOLOGY

How you will learn

This training course uses an inductive-rational approach to examine the full breadth and depth of the new venture development process and the entrepreneurial mindset for creativity, innovation, and risk assessment. The main focus is hands-on: conducting original research, analysis, review, and assessment while methodically building a comprehensive business plan that captures every key facet and decision required for a successful new venture launch or corporate initiative.

IMPACT

The return on learning

For your organisation

- Review, interpret, and critique any type or form of proposed product-service innovation
- Design and execute an original business plan
- Perform detailed pro-forma analysis of markets, competition, business model specifications, and financial expectations for a start-up or corporate initiative
- Organise and manage multiple levels of tasks, projects, deadlines, and planning schedules to bring a proposed new product-service innovation from conceptual pre-launch idea to a fully functioning, up-and-running business entity

For you

- Understanding the key terminology and concepts underpinning all forms of new venture development
- Gaining an entrepreneurial mindset and perspective on creativity, innovation, and risk
- Enhancing their presentation and critique capability when evaluating new venture ideas
- Being able to see the big picture and every part of the new venture launch process
- Learning proactive, forward-thinking approaches to bringing innovation to market
- Being able to seamlessly integrate technology, personnel, and financial resources

CERTIFICATION

Seya Capital certificate

Upon successful completion of this classroom-based training course, delegates will be awarded a Seya Capital Certificate.

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

Register or enquire

info@seyacapital.com
www.seyacapital.com

The Kenya Police Sacco Plaza, 2nd Floor, Wing B
Ngara Road, off Muranga Road
P.O. Box 63978 – 00619, Nairobi, Kenya