

INSEAD

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## Venture Capital Unlocked: Silicon Valley Secrets for Investing in Asia



EXPAND YOUR HORIZON. MAKE AN IMPACT.

# Venture Capital Unlocked

## Venture Capital in Asia is booming

Asia has become a hotbed of VC activity, with \$39 billion invested in startups and technology deals in 2016 – a positive trend compared to declining investments in many other parts of the world.

About half of unicorns worldwide are outside the US, and one-quarter of the global total resides in China including the world's second and third largest: Didi Chuxing and Xiaomi. It's not just China. Global investors are increasingly looking to deploy VC funding in Southeast Asia, where investments in startups have grown 8-fold over the last 5 years, from \$275 million in 2011 to north of \$2.2 billion in 2016. In India, government demonetization has driven gains in ecommerce and electronic payment platforms, leading to large investments in Flipkart and Paytm. Japan's 'Line' debut on the NYSE marked the largest tech IPO for 2016, while domestic funds raised 60% more capital than in the previous year to back local startups.

With more investors interested in Asia-based startups and the traditional skew of the VC asset class towards the US, fund managers in the region need to prove to their LPs that they can identify strong winners and provide consistently strong returns.

## Silicon Valley experience combined with a global academic institution

### 500 Startups

500 Startups, the most active VC firm in the world, has partnered with INSEAD, the leading global business school, to offer current and aspiring investors in the region a unique opportunity to develop and refine their investment skill set.

As a seed fund based in Silicon Valley with \$350M in committed capital invested across 4 main funds and 13 micro-funds, 500 Startups has invested in 1800+ companies in 60+ countries (including Southeast Asian success stories Grab and Viki, which was acquired by Rakuten in 2012).

500 Startups has been creating an unrivaled network of investors – nearly 200 have graduated from their highly sought after "VC Unlocked" executive education programmes in Silicon Valley. For the first time, 500 Startups is taking VC Unlocked to a new geography.

### INSEAD

As one of the world's leading and largest graduate business schools, INSEAD offers participants a truly global educational experience. With campuses in Europe (France), Asia (Singapore) and Middle East (Abu Dhabi), INSEAD's business education and research spans three continents. Our 145 renowned faculty members from 40 countries inspire more than 1,400 students in our degree and PhD programmes. In addition, more than 11,000 executives participate in INSEAD's executive education programmes each year.

The Financial Times has placed INSEAD #1 for the second consecutive year under its "Global MBA Ranking 2017". In 2016, INSEAD became the first school with a one-year MBA programme to take the #1 spot in the history of the FT rankings.

## Find your Unicorn

In the programme, participants will work with partners from 500 Startups and INSEAD faculty to explore transferable patterns from Silicon Valley to Asia. The group will compare the startup investing landscape and trends across different countries in Asia. The programme will also host top VCs from China, India and South-East Asia.

Participants will get critical qualified feedback on how to improve every aspect of their investment practice. They will get to put their skills into practice by evaluating real startups from the 500 Startups portfolio. Most importantly, they will become part of an active and vibrant global investor network.

Be part of the inaugural class in November 2017.

## Key benefits

- Connect with other Asia-focused startup investors as well as INSEAD alumni
- Get feedback on your investment thesis from world-renowned INSEAD faculty specialized in VC and entrepreneurship and 500 Startups Managing Partners
- Get fundraising tips and tools for structuring a fund from top VCs in the region
- Improve your ability to identify and evaluate top startups for your portfolio
- Build your deal flow
- Earn a Certificate of Completion from INSEAD

## Faculty



### Claudia Zeisberger

Senior Affiliate Professor of Entrepreneurship & Family Enterprise and Decision Sciences, INSEAD



### Vikas Aggarwal

Associate Professor of Entrepreneurship and Family Enterprise, INSEAD



### Virginia Cha

Adjunct Professor of Entrepreneurship, INSEAD



### Bedy Yang

Managing Partner, 500 Startups



### Khailee Ng

Managing Partner, 500 Startups



### Vishal Harnal

General Partner, SEA, 500 Startups

# Venture Capital Unlocked

## Learning method/approach

The programme uses a hands-on learning methodology and draws on real world experiences. Participants interact with the faculty and each other through a combination of real case studies, discussions, lectures, and simulation exercises. Guest lecturers include top VCs and startup founders from the region.

## Programme content

- Growing your deal flow
- Honing your investment thesis and framework
- Evaluating startup investment opportunities
- Structuring early stage tech investments
- Adding value to startups
- Scaling and divesting
- Raising your next fund

## Participant profile

- Current and Aspiring VCs
- Corporate VCs
- Fund Managers
- Family Office Managers
- Angel Investors
- Investors & other professionals looking to break into VC

## Location and dates

6-10 November 2017  
INSEAD-Asia campus

## Tuition fee

US\$ 9,800

## Contact Details

For further details please contact our programme manager at:  
VCUnlocked@500startups.com

## Website

[500.co/insead](http://500.co/insead)



[www.500.co](http://www.500.co)

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