Note:
Class Time Change
Tuesday 3:15-5:15
Room 380-380X
Prof Doug Mackenzie
(650) 233-3336
dmackenzie@kpcb.com
Assistant - Karen Seale kseale@kpcb.com

CA - Eric Carr
ecarr@stanford.edu
Website

http://www.stanford.edu/class/msande272
Text and Reader

- *Entrepreneurial Finance: A Casebook* (Gompers & Sahlman)
- Course Reader
Office Hours

- Tuesdays 12:30-2pm in Terman 453A
- Schedule via email to Karen Seale (kseale@kpcb.com) by prior Friday
- Priority to classwork and first-time visitors, but happy to meet re business plans, careers, etc-- 1x
- Eric’s Office Hours will be posted this week on the web site
Grading

40% Class Participation (contribution, attendance, promptness)

40% Take-home Final Exam (case analysis)

20% Homework Assignments (2 individual, 1 group case analysis, 1 group presentation exercise)
Expectations

- Attendance
- Promptness
- Participation and Contribution
- Readings and Preparation
- Case Analysis
Overview

- MS&E 272 will teach prospective general managers of entrepreneurial companies how to make the financial decisions involved with building high-risk high-growth new enterprises.
Overview (cont’d)

- It will also prepare these students to deal with the various financing resources available to these same enterprises, including: venture capitalists, investment bankers, and other financial stakeholders
Primary Objectives

- Be able to:
  - Read and interpret financial statements of early stage companies
  - Evaluate business models
  - Value early stage companies
Primary Objectives

• Understand how to:
  - Identify, assess, and manage risk in early stage companies
  - Evaluate and structure financings
  - Manage characteristics of multiple stages of fundraising
  - Evaluate and match financing from various sources
Other Objectives

• Understand:
  - How to use equity to attract employees to early stage companies
  - How to evaluate and recruit corporate partners
  - The important terms involved with deals
  - The value of options
Course Organization

- Investment Analysis (Classes 1-4)
  - Concept of Fit
  - Sources of Value
  - Analytical Tools

- Financing the Entrepreneurial Firm (Classes 5-9)
  - Sources of Capital
  - Structuring Deals
  - Managing Through Stages of Financing
  - Going Public
Class Roster
Seating Chart
Name Cards
Questions