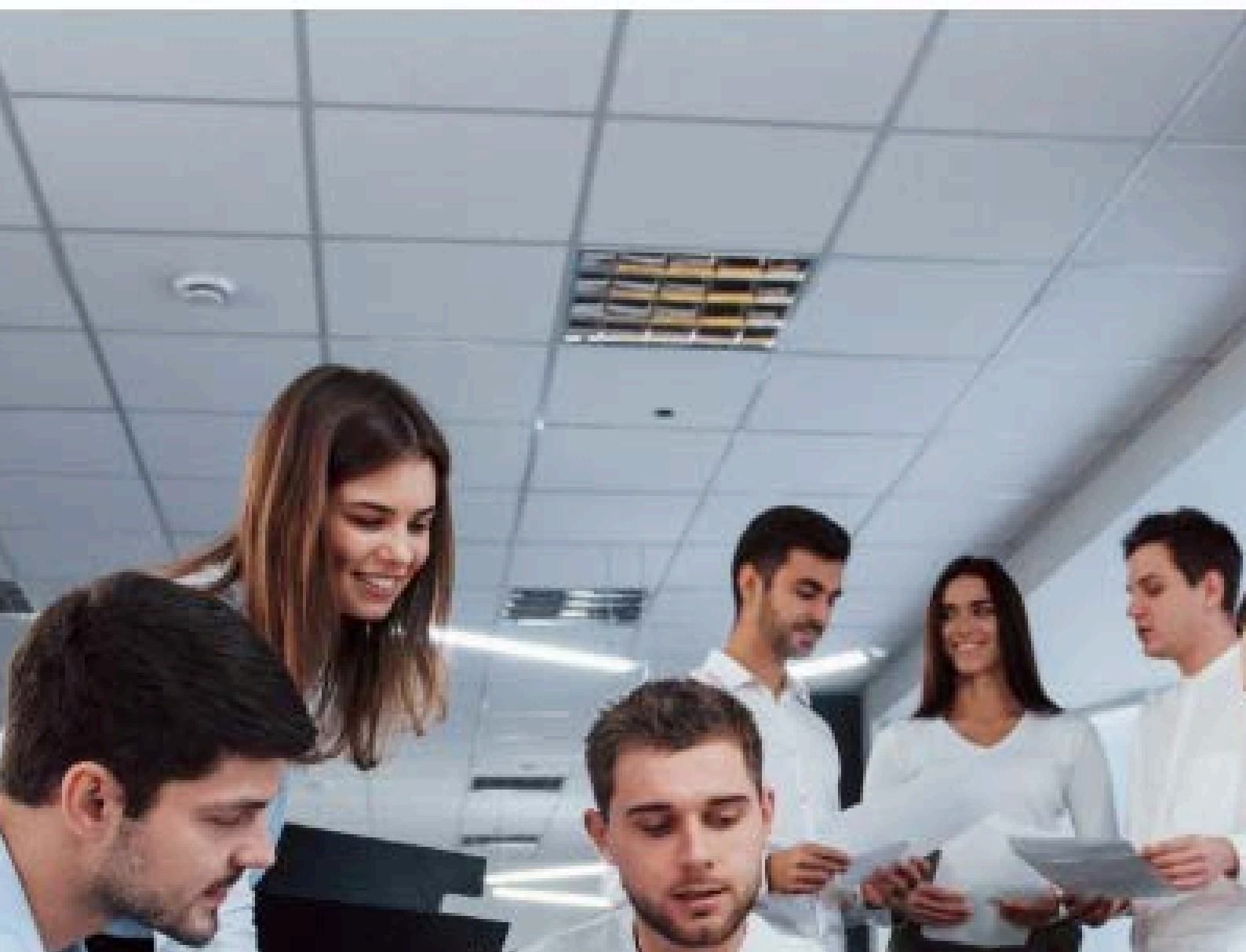


Finance for Startups and Entrepreneurs

YOUR FINANCIAL ROADMAP TO STARTUP SUCCESS!



A group of five business professionals (three men and two women) are gathered in a modern office environment. They are dressed in business casual attire. One man in the foreground is looking at a laptop, while the others are looking at documents or talking to him. The office has a grid ceiling with recessed lights and a clean, professional look.

Mastering Entrepreneurial Finance

"Finance for Start-ups and Entrepreneurs" provides essential knowledge in financial management tailored to early-stage ventures. The course covers critical topics such as fundraising, valuation, and structuring legal and financial agreements, with a focus on Lebanon's venture capital ecosystem and insights from global markets. Designed for founders, team members, investors, and advisors, it equips participants to make informed decisions on when and how to raise capital, how to value start-ups, and how to plan sustainable growth and exit strategies.



Who Should Attend

- Aspiring and current entrepreneurs seeking to understand fundraising and financial management for their ventures.
- Start-up founders, co-founders managers who wish to master the financial management process and do's and don'ts in today's tough fundraising environment.
- Small businesses with an eye on launching and financing new ideas and ventures in the form of projects.
- Project managers wishing to understand the foundations of financial management.
- Advisors and consultants to start-ups, entrepreneurs, small business owners.
- Finance managers in small businesses wishing to focus their skills on start-ups and entrepreneurial ventures.

Learning Objectives

- Understand the fundamentals of entrepreneurial finance and its distinction from corporate finance.
- Navigate the stages and sources of start-up funding.
- Assess and apply valuation methods used in start-up financing.
- Develop and pitch a comprehensive business plan tailored to early-stage ventures.
- Understand legal and financial structures used in fundraising.
- Gain insights into Lebanon's and the region's entrepreneurial and VC ecosystem.

Learning Outcomes

- Describe key differences between traditional and entrepreneurial finance, and explain the specific challenges early-stage ventures face in financial management.
- Identify and evaluate appropriate funding sources (e.g., incubators, accelerators, angel investors, venture capital) at each start-up stage.
- Demonstrate the ability to conduct basic start-up valuation and due diligence, and interpret valuation results in the context of investor negotiations.
- Produce and present a concise, investment-ready business plan, integrating financial tools and investment strategies learned in class.
- Analyze key fundraising documents such as term sheets, and negotiate basic terms with potential investors.
- Contextualize funding strategies within the Lebanese and MENA start-up ecosystems and apply region-specific best practices.

Training Modules

Module 1: Foundations of Entrepreneurial Finance

- Introduction to Entrepreneurial Finance: The Role of Finance in a Startup.
- Financial Statements for a New Venture: Understanding the Balance Sheet, Income Statement, and Cash Flow Statement.
- Financial Modeling and Forecasting: Building Projections for a New Business.

Module 2: Valuing a Startup

- The Art of Startup Valuation: Why It's Different from Traditional Valuation.
- Valuation Methodologies: Scorecard, Berkus, and Risk Factor Summation Methods.
- Discounted Cash Flow (DCF) for Early-Stage Ventures.

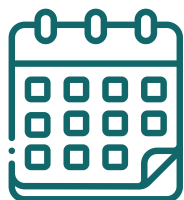
Module 3: Funding a New Venture

- Bootstrapping and Seed Funding: Financing Your Business with Little to No External Capital.
- Angel Investors and Venture Capital: Understanding the Investor Landscape.
- Debt Financing and Other Capital Sources: SBA Loans, Crowdfunding, and Grants.

Module 4: Managing Growth and Exit

- Capital Structure and Dilution: Understanding Equity and Ownership.
- Term Sheets and Legal Agreements: Key Provisions and Negotiation.
- Managing Working Capital and Cash Flow for a Growing Business.
- Exit Strategies: IPO, Acquisition, and Other Paths to Liquidity.

Program Information



DATES

- 18, 20, 25, 27 November 2025
- 2, 4, 9, 11, 16, 18 December 2025
- 8, 13, 15, 20, 22, 27, 29 January 2026
- 3, 5, 10 February 2026

Duration: 60 hours



TIMING | MODALITY | LOCATION

Timing: 5:30 — 8:30 pm

Modality: In-person

Location: The Professional Training Center,
Campus of Innovation and Sports (CIS),
USJ, Beirut.



REGISTRATION

Deadline November 10, 2025

[Click Here to Register](#)



FEES

\$1,200

Meet Your Trainer

MR. RAJA ABDALLAH MBA, CFA

Raja Abdallah is a Mechanical Engineering, Computer Science, and MBA graduate from McGill University as well as a CFA Charter holder since 2003. He began his career in systems design for the nuclear power industry before returning to Lebanon in 1994 to co-manage a major cement production project. In 1999, he joined a leading Lebanese banking group in Switzerland, and since 2010 has worked as an independent consultant and financial advisor on over 30 mandates across various sectors and jurisdictions. With extensive experience in corporate finance, fundraising, strategy, and business development, Raja is deeply engaged in the start-up ecosystem as a consultant, advisor, and investor. He is also co-founder, GM, and Chairman of a leading micro-credit institution in Lebanon.



Contact

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