THE VC ACADEMY

# Learn to think like a venture capital investor.

A practical, expert-led program covering venture capital, startup evaluation and investment decision-making.

PROGRAM GUIDE
& SYLLABUS

INCLUDING THE VC ACADEMY AI COMPANION ENGINE

www.thevc.academy

01 / THE PROGRAM

# A practical foundation in venture capital

The VC Academy is an online program designed to help participants understand how venture capital works and how investors assess startups, investment opportunities and deal terms.

The program combines structured video learning with interactive Deal Room Simulator exercises, a case study submission and a dedicated AI Companion Engine built around the program's learning frameworks.

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| **UNDERSTAND THE INDUSTRY** | Learn how VC funds are structured, how fund economics work, and how startups raise capital across different stages. |
| **ASSESS STARTUPS** | Explore the frameworks and metrics used to examine markets, business models, growth, unit economics and capital efficiency. |
| **INTERPRET DEALS** | Understand due diligence, valuation considerations, term-sheet clauses and the trade-offs involved in investment decisions. |

## Who is the program for?

- Professionals exploring VC or adjacent careers, including investment banking, startup funding roles, accelerators and incubators.
- Founders of early-stage startups who want to understand investors and the investment process.
- Angel investors seeking to strengthen their startup evaluation and investing skills.
- Returning Indians with global degrees or experience who are exploring VC careers or investing in Indian startups.

### A focused program

The program is tailored to the dynamics of early-stage investments. It prioritises core venture capital concepts and practical evaluation frameworks over advanced financial modelling.

02 / LEARNING OUTCOMES

# What you will learn to do

The program is designed to build practical familiarity with the language, structure and evaluation methods of venture capital.

**01**

### Understand how VC funds work

Explain the fund structure, LP–GP relationship, management fees, carried interest, team structure and the power-law nature of venture investing.

**02**

### Understand how startups are built and financed

Interpret startup legal structures, funding sources, investor stages, founder equity, ESOPs, co-founder agreements and governance considerations.

**03**

### Examine a startup systematically

Use market, differentiation, revenue-model, go-to-market, product-market-fit, unit-economics and capital-efficiency frameworks to examine a business.

**04**

### Understand due diligence

Recognise the legal, financial and commercial dimensions of diligence and the role of a startup data room.

**05**

### Interpret investment terms

Understand the structure of term sheets, key clauses and the trade-offs embedded in investment terms.

**06**

### Apply an investment evaluation methodology

Work through idea, company and deal evaluation, including valuation, term sheets and exits, and consider what to do when a deal cannot be evaluated.

03 / THE LEARNING EXPERIENCE

# Learn the concepts. Apply the frameworks.

The program is delivered online through The VC Academy’s learning platform and combines self-paced study with structured exercises.

## Video-led sessions

A structured sequence of video lessons covering the practical aspects of the venture capital and startup ecosystem. The program is asynchronous, so you can study at a time and pace that suits you.

## Deal Room Simulator exercises

Seven exercises are interspersed through the program. They include numerical and concept-based questions. You submit a response or calculation, and the system evaluates it, provides a rationale and grades the exercise.

## Case study submission

A case study requires both numerical and subjective analysis. Participants complete the work and upload it through the learning platform.

## Downloadable templates

Supporting templates are included with enrolment to help participants work through program concepts and exercises.

## AI Companion Engine

A dedicated AI tool based on the program’s frameworks, with a prompt guide and practical examples. It supports learning and application during the program and can continue to be used afterwards.

### Suggested learning schedule

The program recommends completion over approximately five weeks. Participants have six months of platform access, allowing time to complete the modules and requirements at their own pace.

04 / INCLUDED WITH THE PROGRAM

# The VC Academy AI Companion Engine

A dedicated AI companion designed around The VC Academy’s structured approach to startup evaluation and investment analysis.

Unlike a general-purpose AI assistant, the Companion Engine is configured around the methodologies taught in the program. Once uploaded to your preferred AI assistant, it becomes a VC co-pilot that can help you apply those methodologies to practical situations.

## Use it to:

- Reinforce concepts as you progress through the program.
- Explore startup ideas and analyse business models.
- Identify risks, assumptions and areas that need further examination.
- Generate deeper due-diligence questions.
- Apply the program’s evaluation frameworks to real-world opportunities.

### A tool you retain

The AI Companion Engine is yours to keep. It is accompanied by a ready-to-use prompt guide with practical examples and can continue to support startup evaluation and structured venture capital thinking after you complete the program.

The Companion Engine is intended to complement the learning experience: it helps you practise and apply the program’s frameworks rather than replace the learning itself.

05 / DETAILED SYLLABUS

# Seven modules. One connected learning journey.

The sequence moves from understanding the venture capital ecosystem to examining startups, diligence, deal terms and investment evaluation.

## MODULE 01 | AI in Venture Capital & Startup Evaluation

- AI in venture capital and startup evaluation
- AI Companion Engine: setup and practical use

## MODULE 02 | Structure & Economics of VC Funds

- The fund
- LP–GP structure considerations
- Fund economics: management fee and carried interest
- Team structure
- The power law in investing

## MODULE 03 | Building Blocks of a Startup

- Legal structure options
- Sources of funding
- Investors across different stages of a startup
- Founder shareholding and equity
- ESOP plan
- Co-founders agreement
- Corporate governance
- Key registrations

## MODULE 04 | The Three Circles of Due Diligence

- Legal due diligence
- Financial due diligence
- Commercial due diligence
- Data rooms

# From startup frameworks to investment evaluation

### MODULE 05 | Eight Essential Startup Frameworks

- The profit framework
- Profit pools
- TAM, SAM and SOM
- Idea differentiation framework
- Revenue models
- Startup roadmap: go-to-market and product-market fit
- Financial metrics: unit economics, LTV–CAC and the 3 CMs
- Capital efficiency

### MODULE 06 | Demystifying Term Sheets

- Core structure and how to deconstruct a term sheet
- Key clauses
- Trade-offs

### MODULE 07 | Investment Evaluation Methodology

- Idea evaluation through five filters
- Idea evaluation
- Company evaluation
- Deal evaluation, including valuation, term sheets and exits
- What if a deal cannot be evaluated?

The module sequence is designed to connect the mechanics of funds and startups with the frameworks used to examine businesses and investment opportunities.

06 / PROGRAM DETAILS

# Designed for flexible, self-paced learning

## Program access

The program is delivered online through The VC Academy learning platform. After enrolment, participants receive access through a personal login on the Asisa website. The learning format is asynchronous.

## Instructor communication

Participants can contact the instructor for clarifications by email or WhatsApp. Queries are intended to be answered within 24 hours.

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| Email | support@thevc.academy |
| WhatsApp | +91 9810923610 |

## Certificate eligibility

The program is structured to be completed in approximately five weeks. Participants have access to the platform for six months. To be eligible for the certificate, all modules must be completed in sequence; each module unlocks the next upon completion.

## Instructor

Puneet Suri is the founder of The VC Academy and has 20 years of experience building and backing ventures. He holds an MBA from IIM Ahmedabad and an engineering degree in electronics.

## The program at a glance

Online and self-paced • Seven modules • Deal Room Simulator exercises • Case study submission • AI Companion Engine • Six months of platform access • Certificate on completion of requirements

07 / ENROLMENT

# One program. Practical tools to keep using.

Every enrolment includes the full learning experience and supporting tools.

- Expert-led video lessons
- Seven Deal Room Simulator exercises
- Downloadable templates
- Case study
- The VC Academy AI Companion Engine and prompt guide
- Six months of platform access
- Certificate of completion, subject to eligibility requirements

PROGRAM FEE

## ₹14,999

Paid in advance

Enrol online at www.thevc.academy

## Explore the program

Visit www.thevc.academy to learn more about The VC Academy and enrolment.

THE VC ACADEMY

**A structured introduction to venture capital, startup evaluation and investment thinking.**