

Capital Market Financing

Successful financing via the capital market is usually the result of having a clear strategy, of developing a sustainable and successful business model, and of preparing and professionalising the respective business in a targeted and systematic manner.

Accordingly, the subject-matter of this seminar is to learn how to develop adequate and organisation-specific finance strategies helping increase the value of your business. You get to know the capital markets as a flexible source serving as financier of future-oriented investments. The capital markets enables you to strengthen your business financially for future challenges.

Equity and debt as well as hybrid instruments and their respective advantages and disadvantages will be explained.

Focus:

Corporate strategy and adequate financing concepts
Capital market: overview, opportunities and challenges
Evaluation of financial instruments
Company valuation models

Topics:

Corporate strategy: thrust, medium-term planning, business plans, markets, internationalisation

Financial instruments: private equity, mezzanine capital, equity and debt capital, equity-related debt financing, IPO

Professionalisation of structures and processes in the business: control instruments and reporting tools, financing solutions, presentation material, transaction partners, expenses, rating, etc.

Participants:

Business managers, strategy and portfolio corporate managers, owners with the intention of expanding and CFO's

Investment:

CHF 2'500