Joint Ventures · JV275

SME Venture Capitals

Casablanca · 30 Nov 2026 - 4 Dec 2026

Date	Venue	Duration
30 Nov 2026 - 4 Dec 2026	**Casablanca**	**1 Week**
Fee	**Ref**	**Language**
£3,600 GBP	**JV275**	**English**

Introduction

Small and Medium Enterprises (SMEs) are the backbone of many economies, driving innovation, employment, and economic growth. However, these businesses often face significant challenges in securing the necessary funding to scale and compete effectively in the market. Venture capital (VC) provides a critical solution, offering not just financial investment but also strategic guidance and networking opportunities that can propel SMEs to new heights.

This course, "SME Venture Capitals," is designed to provide participants with a deep understanding of how venture capital operates, specifically within the SME sector. The program explores the dynamics of venture capital funding, from sourcing and evaluating investment opportunities to structuring deals and managing portfolio companies. Participants will gain insights into the venture capital ecosystem, including the roles of investors, entrepreneurs, and financial institutions in fostering the growth of SMEs.

The training also covers the practical aspects of securing venture capital, including how SMEs can position themselves as attractive investment opportunities and the various stages of the funding process. Through case studies, interactive discussions, and hands-on exercises, participants will learn how to navigate the complex world of venture capital and leverage it to fuel their business growth.

Course Objectives of SME Venture Capitals

Upon completing this program, participants will be able to:

- To understand the role of venture capital in the growth and development of SMEs.
- To explore the key components of the venture capital process, from investment evaluation to deal structuring.
- To learn how to position SMEs as attractive opportunities for venture capital investment.
- To develop strategies for managing venture capital relationships and maximizing the value of investments.
- To analyze successful case studies of SME venture capital funding and extract practical lessons.

Course Methodology of SME Venture Capitals

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyze real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.
- Gain practical experience in using recruitment tools and techniques.

Organizational Impact of SME Venture Capitals

This training program will have a positive impact on organizations by:

- Enhanced ability to secure venture capital funding, leading to accelerated growth and expansion.
- Improved financial management and strategic planning through access to venture capital expertise.
- Increased competitiveness in the market as a result of capital infusion and strategic guidance.
- Strengthened relationships with investors and financial institutions, fostering long-term business partnerships.
- Greater innovation and ability to scale operations, driving organizational success.

Personal Impact of SME Venture Capitals

Participants will experience personal growth and development, including:

- Deepened understanding of the venture capital landscape and its relevance to SMEs.
- Enhanced skills in identifying, evaluating, and securing venture capital funding.
- Increased confidence in negotiating and managing venture capital deals.
- Improved strategic thinking and decision-making in relation to business growth and investment.
- Expanded professional network through interactions with investors, entrepreneurs, and industry experts.

Who Should Attend

This training program is ideal for:

- SME owners, founders, and entrepreneurs seeking to secure venture capital funding.
- Financial managers and CFOs of SMEs responsible for investment and capital raising.
- Business development professionals looking to explore venture capital opportunities.
- Venture capitalists and investors interested in the SME sector.
- Consultants and advisors working with SMEs on growth and investment strategies.

Course Outlines

Day 1

Introduction to Venture Capital and Its Role in SMEs

- Overview of venture capital: History, evolution, and current trends
- Understanding the venture capital ecosystem: Key players and their roles
- The importance of venture capital in SME growth and innovation
- Challenges SMEs face in securing venture capital

Day 2

The Venture Capital Process: From Sourcing to Exit

- Identifying and sourcing investment opportunities in the SME sector
- Evaluating SMEs for venture capital investment: Criteria and metrics
- Structuring venture capital deals: Terms, conditions, and agreements
- Case study: Successful venture capital deals with SMEs

Day 3

Positioning SMEs for Venture Capital Investment

- Crafting a compelling business plan and investment pitch
- Valuation of SMEs: Methods and best practices
- Building a strong management team to attract investors
- Developing an investment pitch for a hypothetical SME

Day 4

Managing Venture Capital Relationships

- Post-investment management: Monitoring and supporting portfolio companies
- The role of venture capitalists in strategic decision-making
- Managing expectations and communication between SMEs and investors
- Developing a post-investment strategy for a venture-backed SME

Day 5

Case Studies and Future Trends in SME Venture Capital

- Analysis of successful SME ventures funded by venture capital
- Emerging trends in venture capital: Impact investing, fintech, and more
- Strategies for IPOs, acquisitions, and buyouts

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