



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

New Venture Finance And Funding Strategies Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 114584 · NQF Level 4 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips aspiring and existing entrepreneurs with the financial knowledge and funding strategies necessary to start and sustain a new venture. Participants will learn to develop financial plans, identify appropriate funding sources, and manage financial risks, ensuring the viability and growth of their business.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	114584
Accreditation	SAQA Accredited · NQF Level 4 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply financial principles to develop a comprehensive financial plan for a new venture.
- Analyze different funding sources and select appropriate strategies for venture capital, debt, and equity financing.
- Evaluate financial statements to assess the viability and performance of a new venture.
- Implement budgeting and cash flow management techniques to ensure business sustainability.
- Demonstrate knowledge of risk management and financial controls to mitigate business risks.

WHO SHOULD ATTEND

- This course is designed for new venture owners, small business managers, and aspiring entrepreneurs who need to understand financial management and funding options to launch or grow their business.

COURSE OUTLINE

Day 1: Foundations of Venture Finance

- Overview of new venture finance and funding strategies
- Types of funding: debt, equity, grants, and crowdfunding
- Understanding financial statements: income statement, balance sheet, cash flow
- Key financial ratios for venture assessment
- Introduction to financial planning and forecasting
- The role of business plans in securing funding
- South African regulatory environment and BBBEE considerations

Day 2: Advanced Funding Strategies and Practical Application

- Funding lifecycle: seed, start-up, growth, and expansion stages
- Venture capital and angel investing in South Africa
- Crowdfunding platforms and alternative finance
- Valuation methods: discounted cash flow, comparables, and scorecard
- Structuring deals: term sheets, equity dilution, and investor rights
- Risk management and mitigation strategies for funders
- Pitching to investors: crafting a compelling story and financial projections
- Integrating funding strategies into the overall business strategy

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 11,300.00	R 11,300.00
1	In-House	R 14,700.00	R 14,700.00
1	On-Campus (Pretoria)	R 17,000.00	R 17,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
25 Aug 2026	26 Aug 2026	On-Campus	Bangkok, Thailand
25 Aug 2026	26 Aug 2026	On-Campus	Shenzhen, China
25 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
27 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
27 Aug 2026	28 Aug 2026	On-Campus	Harare, Zimbabwe
27 Aug 2026	28 Aug 2026	On-Campus	Durban, South Africa
31 Aug 2026	01 Sep 2026	On-Campus	Harare, Zimbabwe
31 Aug 2026	01 Sep 2026	On-Campus	Victoria Falls, Zimbabwe

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 114584) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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