

Ref: ICSII-SSIP04/JAN25/02

Date: Friday, January 17, 2025

Event Report

Event: Investor Negotiation Skills

Type: Webinar

Time: 11:00 AM – 12:30 PM

Platform: Online

Overview

The webinar titled “**Investor Negotiation Skills**”, conducted by **Prof. Shaswat Padalia** (Asst. Dean R&D, Indus University), was designed to empower startup founders and student entrepreneurs with the critical skills necessary to negotiate effectively with investors. The session aimed to demystify the negotiation process and equip participants with techniques for articulating value, handling counteroffers, and securing favorable terms.

Key Topics Discussed

1. Understanding Investor Psychology

- What investors look for in a pitch beyond just numbers.
- Risk appetite and value alignment between founders and investors.

2. Preparation Before the Negotiation Table

- Importance of **financial forecasting**, **valuation readiness**, and **cap table management**.
- Role of a strong **pitch deck** and **data-driven storytelling**.

3. Term Sheet Essentials

- Explanation of key terms such as **equity dilution**, **vesting schedules**, **liquidation preferences**, and **anti-dilution clauses**.
- How to read and respond to term sheets.

4. Negotiation Techniques & Tactics

- Anchoring strategies, building BATNA (Best Alternative to Negotiated Agreement).
- Emotional intelligence in negotiation: **assertiveness vs. aggression**.
- Handling rejections and reframing counter-proposals.

5. Red Flags and Common Pitfalls

- How to avoid over-promising and unrealistic projections.
- Recognizing investor demands that may **compromise startup autonomy**.

6. Post-Negotiation Follow-Ups

- Drafting MoUs and Letters of Intent (LOI).
- Maintaining professional investor relations and updates.

Event Highlights

- Real-life startup-investor negotiation scenarios were shared with actionable insights.
- The session featured **mock negotiation examples** to demonstrate both effective and ineffective approaches.
- The webinar included a live Q&A, where participants asked questions about their specific startup contexts.

Key Takeaways

- Preparation, clarity, and confidence are essential in investor negotiations.
- Founders must **know their worth** and be ready to justify valuation logically.
- Negotiation is not about winning but about building **mutually beneficial partnerships**.

Conclusion

This webinar provided young entrepreneurs with a foundational understanding of **how to approach investors confidently and strategically**. Prof. Shaswat Padalia emphasized the importance of being negotiation-ready and offered tools to ensure founders are not only heard but respected in the investment dialogue.

Attendance: 27 Participants

