

FINANCE

for STARTUPS and ENTREPRENEURS

Master the financial tools.
Build a sustainable business.



PROGRAM AT A GLANCE



DATES

Oct-Nov 2026



TIMING

5:30 PM - 8:30 PM



DURATION

20 Hours



LOCATION

CIS, USJ Beirut



EARLY BIRD FEES

Before September 30, 2026

450 \$



FEES

500 \$

ABOUT THIS PROGRAM



The Finance for Startups and Entrepreneurs certificate equips entrepreneurs, startup founders, and business professionals with the practical financial knowledge and tools needed to manage their ventures, make informed decisions, and navigate early-stage funding.



Designed for founders, investors, advisors, project managers, and finance professionals, the certificate combines expert instruction, real-world case studies, practical exercises, financial modeling, and insights from the Lebanese startup ecosystem.



Participants will learn to interpret financial statements, assess cash flow and key metrics, develop financial projections, build financial models, and evaluate funding and startup valuation options.



By the end of the certificate, participants will have strengthened their financial management and fundraising skills, gained practical tools for financial planning, and increased their confidence in making sound financial decisions throughout the venture lifecycle.



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MODULES AND LEARNING OUTCOMES

A practical learning journey to develop the financial management, financial modeling, valuation, and fundraising skills needed to make informed decisions and build financially sustainable ventures.

Modules	Learning Outcomes	Key Focus
1 Introduction to Entrepreneurial Finance	- Understand the role of finance in a startup and how entrepreneurial finance differs from corporate finance. - Identify the key financial challenges across the startup lifecycle. - Understand the Lebanese entrepreneurial, innovation, and venture capital ecosystem.	- Role of finance in startups - Entrepreneurial vs. corporate finance - Startup lifecycle and stages of development - Lebanon's startup and VC ecosystem - Guest speaker: Lebanese accelerator/incubator
2 Foundations of Financial Management	- Read and interpret the three core financial statements from a startup perspective. - Understand the importance of cash flow and profitability. - Use key financial metrics and unit economics to assess startup performance.	- Balance Sheet, Income Statement & Cash Flow Statement - Cash flow vs. profitability - Unit economics - Key metrics for early-stage ventures - Guest speaker: Startup CFO/Finance Manager
3 Financial Modeling & Forecasting	- Develop realistic financial projections for a new venture. - Build cash flow forecasts to assess financial needs. - Apply scenario planning and sensitivity analysis. - Use Excel to develop and analyze financial models.	- Financial projections - Cash flow forecasting - Scenario planning & sensitivity analysis - Financial modeling tools and best practices - Hands-on Excel workshop
4 Startup Valuation & Funding Sources	- Understand why startup valuation differs from traditional business valuation. - Apply key startup valuation methods. - Evaluate funding options according to the venture's stage and needs. - Understand different investment instruments and their implications.	- Startup valuation principles - Multiples, Berkus Method & DCF - Bootstrapping, seed funding, angels & VC - Debt, convertibles, SAFE, KISS & equity

Methodology

The course follows a blended, practice-oriented learning methodology combining interactive lectures, real-world case studies, and insights from experienced practitioners in the Lebanese startup ecosystem.

Participants will apply concepts through hands-on financial modeling and practical exercises, using tailored Excel tools and startup cases.

Learning will be reinforced through peer discussion, guest speaker sessions, and a final assessment quiz.

DATES

- October 14, 16, 21, 23, 28, 30 2026, from 5:30 p.m. to 8:30 p.m.
- November 4, 2026, from 5:30 p.m. to 8:30 p.m.



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MEET YOUR TRAINER



Mr. Raja Abdallah

MBA, CFA

Raja Abdallah is a Mechanical Engineering, Computer Science, and MBA graduate from McGill University as well as a CFA Charter holder since 2003. He began his career in systems design for the nuclear power industry before returning to Lebanon in 1994 to co-manage a major cement production project. In 1999, he joined a leading Lebanese banking group in Switzerland, and since 2010 has worked as an independent consultant and financial advisor on over 30 mandates across various sectors and jurisdictions. With extensive experience in corporate finance, fundraising, strategy, and business development, Raja is deeply engaged in the start-up ecosystem as a consultant, advisor, and investor. He is also co-founder, GM, and Chairman of a leading micro-credit institution in Lebanon.



WHO SHOULD ATTEND

This workshop is designed for entrepreneurs, startup founders, and business professionals seeking to build a strong understanding of fundraising and financial management, make informed financial decisions, and effectively navigate the challenges of financing and growing entrepreneurial ventures.

- Aspiring and current entrepreneurs seeking to understand fundraising and financial management for their ventures.
- Start-up founders, co-founders managers who wish to master the financial management process and do's and don'ts in today's tough fundraising environment.
- Small businesses with an eye on launching and financing new ideas and ventures in the form of projects.
- Project managers wishing to understand the foundations of financial management.
- Advisors and consultants to start-ups, entrepreneurs, small business owners.
- Finance managers in small businesses wishing to focus their skills on start-ups and entrepreneurial ventures.



CERTIFICATE AWARDED

Upon successful completion of the program participants will receive a certificate delivered by the Professional Training Center at USJ.



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