



CESP

CERN Entrepreneurship Student Programme

Introduction to the negotiation
role play

Bernard DENIS



Electro-mechanical Engineer
Specialisation in Software Engineering and Database
MBA and Advanced Diploma in Management Consulting

1983-1999 – Software Engineer, control systems at CERN
2000-2004 – Deputy head of Outsourcing policy unit at CERN
2005-2011 – Deputy head of Technology Transfer at CERN
2012-2015 – Advisor, Head of TT sector of the JRC of EC
2016-now – Technology Transfer Senior Advisor at CERN

Founding member of HEPTEch and TTO Circle
ATTP Registered Technology Transfer Professional
Expert project evaluator for the EC
Member of the ASTP Professional Development Committee

Negotiating

AEROSPACE INVESTMENT

Balancing Venture & Relationship Capital

Role play

(Program On Negotiation at Harvard Law School)



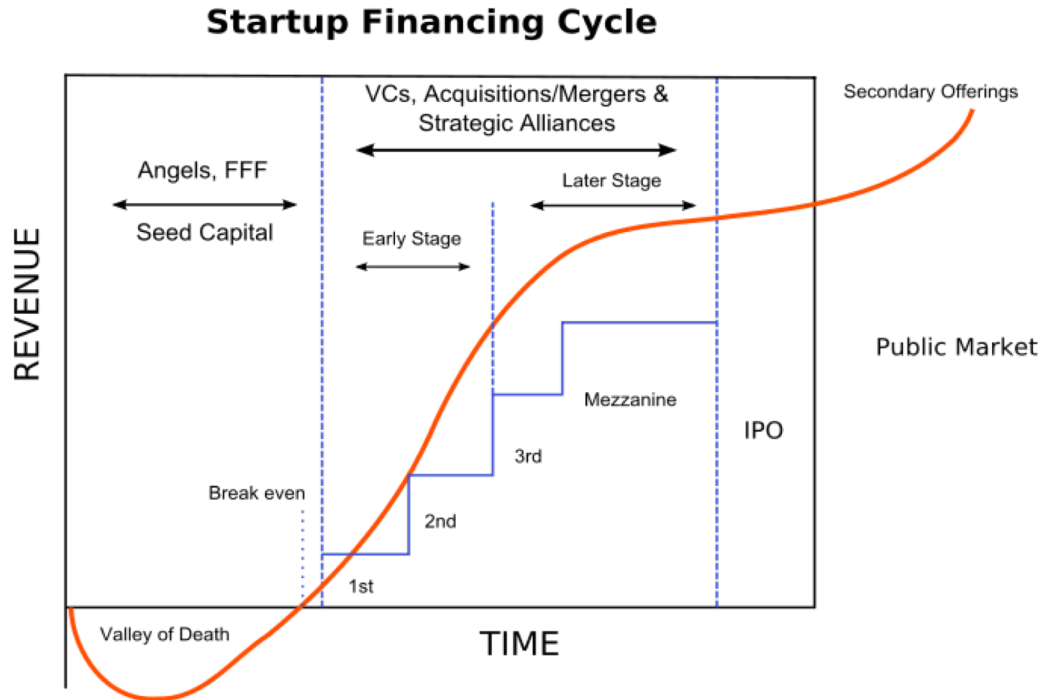
OVERVIEW

- Two-person scored negotiation simulation involving a venture capital investment
- Objectives:
 - 1) attain favorable investment terms
 - 2) develop a quality relationship



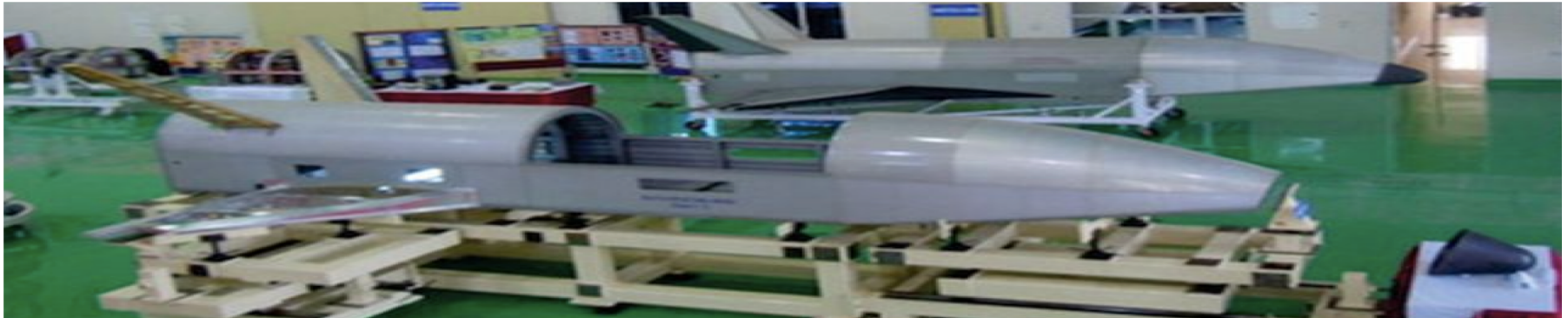
Start-up investment cycle

Overview



Investment terms: substantive points

- VC equity percentage
- Type of stock
- Dividends
- CEO replacement provision
- Number of VC-appointed board members
- Vesting of the funder's shares
- Antidilution rights
- “no shop” provision



Venture Capital

1. Magdalena
2. Akay
3. Chiheb
4. Edmundo
5. Erik
6. Kareem
7. Kristine

Founder

1. Flavia
2. Miguel
3. Jefriansyah
4. Natalia
5. Valeria
6. Renato
7. Tomas

