**0. Intro.** **(1) Why EF:** Strategic planning, staging, valuation, deal structure, risk and diversification, choice of finan-cing, and exit decision have the potential to add tremendous value to ideas and innovations. **(2) What makes EF different from CF?** *Interdependence between investment and (external) financing decision.* CF: 投资和融资决策是独立的; EF: 某些投资决策取决于融资决策. *Diversifiable risk and investment value.* CF: major investors have low cost of capital; EF: founders have high cost of capital, E & VC may have different views on risk. *Managerial involve-ment of investors.* CF: 投资者基本不参与决策; EF: 投资者可获得内部信息并决策. *Information problems and contract design.* 信息不对称影响投资决策, 投资者迫切需要 VC 提供收益. *The importance of Real Options.* 实物期权无处不在. *Harvesting the investment.* CF 投资收益在于未来产生的 FCF, 而 EF 收益主要来自退出(上市或并购). *Value to the Entrepreneur.* CF-shareholder, EF- entrepreneur value max.

**0. New VC.**