Entrepreneurial Finance: *Venture Capital, Deal Structure & Valuation, Second Edition*

**Chapter** 5 New Venture Strategy and Real Options

***Learning Objectives***

After reading this chapter you should be able to:

* Understand what makes a decision strategic
* Understand the interrelationships between financing decisions and other aspects of new venture strategy
* Understand how strategic decisions are related to the entrepreneur’s objective of value maximization
* Recognize the real options reflected in strategic alternatives
* Understand how to use decision trees to identify and evaluate real options
* Understand how to use game trees when strategic choices depend on rival reactions