


# Program Outline

 Opening Video

Phase



Phase







Phase







## Comprehensive PE Overview

*Have a comprehensive understanding of how Private Equity works*

	Module	Format
 M1	Basics of Private Equity	Prerecorded
 M2	Determining the Right Corporate Structure	Prerecorded
 M3	Performance Metrics	Prerecorded
 M4	Interactive Integration of Prerecorded Content	Live




## Successful Deal Secrets

*Learn and apply the secrets to a successful Private Equity deal*

	Module	Format
 M5	The Investor / Entrepreneur Relationship	Prerecorded
 M6	Path for Success: The Entrepreneur's Perspective	Prerecorded
 M7	17 Questions Every Investor Will Ask	Prerecorded
 M8	Interactive Integration of Prerecorded Content	Live

## The Perfect Pitch

*Be able to build a robust model and effective pitch deck*

	Module	Format
 M9	Value Creation	Live
 M10	Building a Model	Live
 M11	Elements of a Great Pitch	Live



 - Prerecorded content

 - Live session

# Phase

I

## Comprehensive PE Overview

*Have a comprehensive understanding of how Private Equity works*

M1	Basics of Private Equity	M2	Determining the Right Corporate Structure	M3	Performance Metrics
<b>Video #</b>	<b>Video Title</b>	<b>Video #</b>	<b>Video Title</b>	<b>Video #</b>	<b>Video Title</b>
1	What are alternatives and why do we need them?	1	Different types of corporate structures (p1)	1	Meeting the expectations of an investor: IRR/MOIC
2	Various interpretations of alternatives	2	Different types of corporate structure (p2)	2	Meeting the expectations of an investor: other metrics
3	What is private equity?	3	The LPA structure	3	Issues with IRR
4	Sources of capital	4	Overview of direct investing process (p1)	4	Compensation structure
5	Methods of investing in private equity (p1)	5	Overview of direct investing process (p2)	5	Waterfalls
6	Methods of investing in private equity (p2)	6	Common items in a term sheet (p1)	6	Relative valuation
7	Finding and buying companies	7	Common items in a term sheet (p2)	7	DCF analysis
8	Creating value in private equity investment			8	LBO
9	Selling companies				

M4	Interactive Integration of Prerecorded Content
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 - Prerecorded content

 - Live session

## Phase

II

### Successful Deal Secrets

*Learn and apply the secrets to a successful Private Equity deal*

M5 The Investor / Entrepreneur Relationship		M6 Path for Success: The Entrepreneur's Perspective		M7 17 Questions Every Investor Will Ask	
Video #	Video Title	Video #	Video Title		
1	Role of investors and entrepreneurs in PE transactions	1	7 principles to follow for a successful business relationship	17 Videos	17 Questions every investor will ask before making a direct PE investment
2	Understanding investor actions and motivations	2	Proven paths for success (p1)		
3	Understanding entrepreneur actions and motivations	3	Proven paths for success (p2)		
4	The importance of having good information	4	Proven paths for success (p3)		
5	Top 10 lies every investor tells entrepreneurs				
6	Top 10 lies every entrepreneur tells investors				
7	Tips to selecting credible third parties with PE experience				

M8 Interactive Integration of Prerecorded Content
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 - Prerecorded content

 - Live session

## Phase



### Successful Deal Secrets

*Learn and apply the secrets to a successful Private Equity deal*

M7

#### 17 Questions Every Investor Will Ask

Video #	Video Title	Video #	Video Title
1	Where will the head office be located?	10	What are the growth and expansion rates and capabilities of the business?
2	Does your investment structure create any liability for me as an investor?	11	Does the business model allow for replication in other locations?
3	How much equity does the proponent of the new business or the management team have in the deal?	12	Does the business have a competitive advantage or significant barriers to entry for other competitors?
4	Is the management team strong and able to execute on strategy?	13	Does the proponent own any intellectual property or patents and are these included in the business assets?
5	Is the business opportunity sustainable over a long period of time?	14	Do the business proponents have strong expertise in this new or existing business?
6	What does the exit strategy for the investor look like?	15	Do you have strong legal and financial advisors to structure agreements and financial platforms?
7	What do the hurdle rates look like and the investor/proponent split?	16	What can possibly go wrong?
8	Will you have a strong governance model with an experienced advisory board or team?	17	Is there a cultural and strategic fit between the company and the investor?
9	Have market studies been done to prove out the business potential?		



 - Prerecorded content

 - Live session

## Phase



# The Perfect Pitch


*Be able to build a robust model and effective pitch deck*

M9	Value Creation
Video #	Video Title
1	Operational improvement
2	Multiple expansion
3	Deal structuring

M10	Building a Model
Video #	Video Title
1	Creating your operating forecast
2	Breaking down the numbers in your business/financial model
3	Valuation
4	Excel formatting tips

M11	Elements of a Great Pitch
Video #	Video Title
1	Design the perfect pitch
2	Create a business plan
2	PowerPoint formatting tips



 - Prerecorded content

 - Live session