# **Program Outline**



**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
МЭ	Value Creation	Live
M10	Building a Model	Live
M11	Elements of a Great Pitch	Live









- Live session

## **Comprehensive PE Overview**

## Have a comprehensive understanding of how Private Equity works

M1	Basics of Private Equity	
Video #	Video Title	
1	What are alternatives and why do we need them?	
2	Various interpretations of alternatives	
3	What is private equity?	
4	Sources of capital	
5	Methods of investing in private equity (p1)	
6	Methods of investing in private equity (p2)	
7	Finding and buying companies	
8	Creating value in private equity investment	
9	Selling companies	

M2	Determining the Right Corporate Structure	
Video #	Video Title	
1	Different types of corporate structures (p1)	
2	Different types of corporate structure (p2)	
3	The LPA structure	
4	Overview of direct investing process (p1)	
5	Overview of direct investing process (p2)	
6	Common items in a term sheet (p1)	
7	Common items in a term sheet (p2)	

M3	Performance Metrics	
Video #	Video Title	
1	Meeting the expectations of an investor: IRR/MOIC	
2	Meeting the expectations of an investor: other metrics	
3	Issues with IRR	
4	Compensation structure	
5	Waterfalls	
6	Relative valuation	
7	DCF analysis	
8	LBO	



#### **Interactive Integration of Prerecorded Content**







- Live session



## **Successful Deal Secrets**

Learn and apply the secrets to a successful Private Equity deal

M5	The Investor / Entrepreneur Relationship	
Video #	Video Title	
1	Role of investors and entrepreneurs in PE transactions	
2	Understanding investor actions and motivations	
3	Understanding entrepreneur actions and motivations	
4	The importance of having good information	
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	

M6	Path for Success: The Entrepreneur's Perspective
Video #	Video Title
1	7 principles to follow for a successful business relationship
2	Proven paths for success (p1)
3	Proven paths for success (p2)
4	Proven paths for success (p3)

M7	17 Questions Every Investor Will Ask
17 Videos	17 Questions every investor will ask before making a direct PE investment



**Interactive Integration of Prerecorded Content** 









Live session

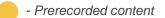


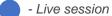
## **Successful Deal Secrets**

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	le there is cultural and strategic fit between the company and the investor?
9	Have market studies been done to prove out the business potential?		Is there a cultural and strategic fit between the company and the investor?









## **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







