

# PRIVATE EQUITY

SEPTEMBER 24 – 26, 2020



[WWW.SBS.EDU/EXECUTIVE-EDUCATION/](http://WWW.SBS.EDU/EXECUTIVE-EDUCATION/)

# PRIVATE EQUITY

## Value Creation Through Alternatives

### II Edition

In this face-to-face course, participants gain a deep understanding and learn the tools that are available to Private Equity firms to a source, structure, and exit off-market investment opportunities and to learn how to evaluate illiquid assets and create value in a growing asset class.

DATE	LOCATION	LANGUAGE
SEPT 24-26 , 2020	SBS MAIN CAMPUS - ZURICH	ENGLISH

FORMAT	TUITION FEES	EARLY BIRD
FACE TO FACE	3.500 <sup>1</sup> CHF	3,325 <sup>2</sup> CHF

#### SCHEDULE

SEPT. 24 - 09.00 – 12.30 | 13.30 – 18.00

SEPT. 25 - 09.00 – 12.30 | 13.30 – 18.00

SEPT. 26 - 09.00 – 12.30 | 13.30 – 15.00



1 Concessions are available for SBS Alumni, groups of executives attending from the same organization, participants registering for more than one program and early-bird inscriptions  
2 Register by 15.07.2020

# PROGRAM OVERVIEW

Traditionally, it has been a challenge for entrepreneurs to fund their venture or for investment managers looking to raise a first-time fund. This intensive three-day program walks you through the investment cycle and gives you the right tools to succeed in the industry.

Record amounts of uninvested capital, coupled with a changing of the guard in specific segments of the private equity and venture capital industry, have created an optimal environment for professionals looking to raise a first-time fund.

You will learn about Private Equity as an asset class, how Private Equity deals are structured and operated, and how arrangements are selected and delivered to investors and LPs.

With the support of industry experts, this course will bridge the gap between academia and the practitioner environment, delivering insights into the latest real-life experiences of selecting, negotiating, and closing deals.

**Talk To Us:**

**Contact our dedicated program manager on**

**+41 44 880 00 88**

**[executive@sbs.edu](mailto:executive@sbs.edu)**





“An excellent program  
with a great mix of  
academics and  
practitioners”

Iryna Smirnova (Russian)

## LEARNING OUTCOMES

The SBS Private Equity Executive course delivers a unique framework to master Private Equity as an asset class, from different perspectives like investors looking for returns, entrepreneurs looking to raise new funds, and professionals interested in starting their career in this asset class. Participants will learn different industry models - from venture capital to growth equity to buyouts and finally distressed firms. In this program, you will explore critical issues related to investment criteria, management strategies, and decision-making processes.

After just three days, you return to your organization with a greater understanding of the global private equity industry and understand how to select and structure a Private Equity deal. At the end of the program, you will be able to:

- Increase your awareness of the landscape, players, and trends in private equity and venture capital
- Understand the different stages of financing a firm
- Optimize your decision-making when exiting investments and managing issues of blocking and tackling
- Discover the right approach to establishing and growing a private equity/venture capital partnership structure

The program's unique structure fosters close interaction among a diverse group of participants. You will have; as a result, the opportunity to build a valuable network with a global community of professionals, bankers, and entrepreneurs.

# “Learning through experience”

You will improve your financial awareness and increase your organization's business growth and opportunities.

## WHO IS THE PROGRAM FOR?

- **Those working in or seeking to join:**
  - Private Equity firms
  - Funds-of-funds
  - Family offices
  - Corporate PE groups
  - Professional service firms
  - Consulting firms
  - Advisory firms
  - Financial institutions with interests in PE funds
- **Chief investment officers, investment principals, managers and directors**
- **Institutional investors**
- **Business lawyers**
- **Finance directors**
- **Owners of mid-sized enterprises seeking growth capital or an exit**

## WHAT TO EXPECT?

### Participants will:

- Understand the key drivers in the PE market and the differences between funds' strategies
- Learn how to screen between different investment opportunities to fit with the fund's target focus
- Acquire essential valuation techniques with an understanding of non-financial factors affecting valuation
- Learn how to structure the financing of the deal
- Understand key issues in portfolio management in order to maximize returns, fostering value creation by building a constructive relationship with management
- Explore different exit options (IPO, trade sale, secondary buy-out) and their pros and cons
- Understand the perspective of the potential target

# CONTENT

## DAY 1 – SEPTEMBER 24

Morning Session one	0900 - 1030 <b>What Private Equiters really do?</b> <i>Case Study</i>	Afternoon Session one	1330 - 1500 <b>Fund Structures and incentives</b> <i>Guest Speaker</i>
Break	1030 - 1100	Break	1500 - 1530
Morning Session two	1100 - 1230 <b>The Private Equity Landscape</b>	Afternoon Session two	<b>How Private Equity adds value</b>
Lunch	1230 - 1330	Networking	1800

## DAY 2 – SEPTEMBER 25

Morning Session one	0900 - 1030 <b>Venture Capital</b> <i>Valuing start-ups</i>	Afternoon Session one	1330 - 1500 <b>LBOs</b> <i>Guest Speaker</i>
Break	1030 - 1100	Break	1500 - 1530
Morning Session two	1100 - 1230 <b>Growth Capital</b> <i>Case Study</i>	Afternoon Session two	<b>Turnaround &amp; Distressed</b> <i>Case Study</i>
Lunch	1230 - 1330		

# CONTENT

## DAY 3 – SEPTEMBER 26

Morning Session one	0900 - 1030 <b>Exit Options</b> <i>Case Study + Guest Speaker</i>	Afternoon Session one	1330 - 1500 <b>Closing Session</b>
Break	1030 - 1100		Depart
Morning Session two	1100 - 1230 <b>The Future of Private Equity</b> <i>Not only funds</i>		
Lunch	1230 - 1330		





## DETAILS

### REGISTRATION

You may register online by going to our website:

[www.sbs.edu/executive-education/private-equity-and-venture-capital/](http://www.sbs.edu/executive-education/private-equity-and-venture-capital/)

proceeding to the program's webpage and clicking on the "Send Registration" button. Once your registration is received, you will be contacted by SBS staff to confirm your enrollment.

### FEES

The program price is 3,500 CHF which covers tuition, course materials and all coffee breaks during the program

### SPECIAL CONCESSIONS

Concessions are available for SBS Alumni, groups of executives attending from the same organization, participants registering for more than one program and early-bird inscriptions

### CONTACT

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