

## Course Description

# Private Equity Investments

## Processes, Models and Valuation

### Course Overview

This three-day course has been designed to provide participants with an overview of the private equity industry and the investment process throughout the different stages of a company's growth. It explains the investment process, objectives, financial instruments and negotiation options from the point of view of both the investor as well as the business owner.

The course emphasizes the practical aspects of the investment process with real-life case studies, quantitative models and negotiation exercises.

### Learning Objectives

This course is designed to provide professionals with a detailed description of when and how to use private equity to finance a company's growth. It provides participants with an overview of the capital raising protocol as well as details on the valuation process from both the investor's and the owner's perspectives.

The course also explores the main characteristics of seed, growth and acquisition financing and how to analyze and negotiate term sheets. Lastly, it provides an overview of advanced valuation structures, their valuation and how to negotiate them. Critical concepts are emphasized throughout the course with the use of case studies.

### Course Outline

#### **Kaizen Consulting Group, LLC**

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#### **Day One - Fundamentals**

- \* The private equity industry
- \* Investment trends
- \* Platform vs. add-ons
- \* Investment process
- \* Fund operations and objectives
- \* Return objectives by stage
- \* Valuation Fundamentals
- \* Intrinsic Valuation (DCF)
- \* Market-based valuation
- \* Real options
- \* Monte Carlo Simulation
- \* The VC Method
- \* Seed Funding
- \* Seed stage valuation
- \* Security instruments
- \* Dilution issues
- \* Investment tranches

#### **Day Two - Growth financing**

- \* Selecting the right fund
- \* Venture debt: types and uses
- \* Negotiating terms
- \* Understanding preferred stock
- \* Capital Raising Protocol
- \* How investments are evaluated
- \* The management presentation
- \* The due diligence process
- \* Series A financing documents
- \* Analyzing a term sheet
- \* Investors' tactics

#### **Day Three - Advanced Structures**

- \* Mezzanine and sub-debt
- \* Options and convertibles
- \* Valuation and negotiation
- \* Leveraged buyouts
- \* Typical transaction structures
- \* Management buyouts
- \* Recapitalizations

## Course Description (cont.)

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### Intended Audience

This training program is designed for investment banking professionals looking to fin-tune their skills, professional who are looking to enter the field and corporate officers looking to familiarize themselves with the M&A process.

- Investment bankers
- Financial and investment analysts
- M&A advisors
- Financial officers
- CEOs
- CFOs.

### Instructor

**Enrique C. Brito**

MBA, CFA, AVA, CM&AA

**Kaizen Consulting Group**  
*Managing Director*

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The training program is conducted by Enrique Brito, a Managing Director at Kaizen Consulting Group. Mr. Brito has more than 25 years' corporate finance and investment banking experience and has been involved in transactions in the US, Mexico, Venezuela, Colombia, Argentina and Peru. He also has 15 years of experience as a national instructor in the United States in mergers & acquisition, business valuation and negotiation (awarded Instructor of Great and Exceptional Distinction 2003 to 2015). He is a regular contributor to business publications and a speaker at national conferences on M&A topics.

Mr. Brito holds an MBA, with honors, from The American University and a BS degree in Industrial and Systems Engineering from the University of Florida. He also holds professional credentials as a Chartered Financial Analyst (CFA), Certified Valuation Analyst (CVA) and Certified Mergers & Acquisitions Advisor (CM&AA). Mr. Brito is a member of the CFA Institute, the CFA Society of Virginia, the National Association of Certified Valuation Analysts and the Middle Market Investment Banking Association.

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