

KAP's Private Equity Boot Camp

MODULE

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Sell Your Story (April – June 2018)

This three-month workshop is designed for both emerging and established managers looking for effective, innovative ways to attract institutional capital.

Learn how to:



Create a pitch book that sells



Showcase your investment performance



Prepare for an investor meeting



Pique LP interest over the long term



Evaluate alternative capital structures

\$1,995

(includes full firm access)

Email bootcamp@thekapgroup.com for more information or to sign up.

Interactive Webinars

- 1 **Develop Your Deck:** Create a pitch book that resonates with investors.
- 2 **Build Your Track Record:** Understand the elements of an institutional track record and obtain the tools to create yours.
- 3 **Communicate Effectively with Investors:** Learn how to turn an initial touch point into a long-term LP commitment.
- 4 **Discover What Investors Want:** Hear firsthand from institutional investors on which managers make the grade and why.
- 5 **Be in the Know:** Hear from industry leaders about today's most attractive mandates and learn about alternative fund structures.
- 6 **Learn from the Best:** Hear about the capital journeys of emerging managers that are now raising \$1 billion funds.

What you get:

- One-hour KAP consulting time
- Access to recorded sessions
- Track record workbook
- How-to presentation workbook
- Deal announcement template
- Access to industry leaders

Who should join us?

- Emerging managers who want to attract institutional capital in the next three years
- Established managers who want a fresh perspective on their materials and approach

About KAP Group

KAP Group is the pioneering strategic advisory firm that has helped private equity managers cultivate and build long term relationships with capital partners since 2009. KAP's team combines experience in a full spectrum of disciplines relevant to positioning clients for success, including work as placement agents, IR professionals, management consultants, transactional lawyers, RE professionals, and researchers focused on the PE industry.