



FINANCIAL POISE WEBINARS **PE, VC, AND HEDGE FUNDS DE-MYSTIFIED 2017**

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SERIES OVERVIEW

Many people are familiar with the terms *private equity*, *venture capital* and *hedge fund*, but few can actually define how each investment vehicle operates or makes money. Thanks to their seemingly complicated nature and lucrative reputations, the PE, VC and hedge fund industries occupy an almost mythic (and sometimes infamous) status for Americans. The combination of mystery and wealth creates a vacuum for misinformation and mistrust. This webinar series de-mystifies these private funds, explaining their similarities and differences from other investment vehicles and from each other- from the legal, financial, and investment mandate perspectives. Each episode is delivered in Plain English understandable to business owners and executives without much background in these areas. Yet, each episode is proven to be valuable to seasoned professionals. As with all Financial Poise Webinars, each episode in the series brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. And, as with all Financial Poise Webinars, each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all of the episodes.

EPISODE SUMMARIES

EPISODE #1

What is a “private fund?”

September 19, 2017 at 11am CST

According to the Securities and Exchange Commission, the number of private investment funds in the United States grew from 20,000 in Q1 2013 to more than 25,000 in Q1 2015. This included 1,100 more hedge funds, 1,500 more private equity funds and 140 more venture capital funds. So what are private funds and why are they growing so quickly? This webinar explains the basics of private funds, how and why they differ from public investment options, and how investors gain access to the different kinds of



private fund vehicles. Included is a breakdown of the three major private funds (private equity, venture capital and hedge fund) and what makes each unique.

EPISODE #2

Basics of Fund Formation

October 10, 2017 at 11am CST

Private funds are legally required to organize in a very specific manner. Each requires a sponsor (investment manager) and a specified investment target/objective. Investors in private funds are normally passive, much like a mutual fund or ETF investor, and rely on the fund sponsor to acquire, manage and divest appropriately. Of course, there are differences between the different kinds of private funds. This webinar explores fund formation from an economic and compliance standpoint, and leverages our panelists' experience to explain how the structure of private funds influence their performance. The webinar also touches on documentation and compliance in an age of regulatory scrutiny, and how funds are evolving to adjust.

EPISODE #3

Capital Raising

October 24, 2017 at 11am CST

The managers of private funds rely on pooled capital from outside investors. How do they do this, and how do they compete for funds with a public market fueled by expansionary monetary policy? Legal restrictions limit who can invest in a private fund and even if legally allowed, many private funds will not permit everyone who want to invest to do so. This webinar addresses the present market for private capital fundraising across a diversity of fund strategies. It answers questions about how to promote fundraising activity in a crowded market.

EPISODE #4

Due Diligence- An Overview of What Investors Should Consider in Picking a Fund and What a Fund Should Consider in Investing its Capital

November 7, 2017 at 11am CST



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Private funds face strong challenges even before deploying their capital, but knowing when and where to source new investments requires an entirely different set of problem-solving skills. Professionals at private funds have to scrutinize target assets with quantitative and qualitative research and other due diligence. In this webinar, we discuss the performing due diligence from the perspective of private equity, venture capital and hedge fund professionals. This webinar also touches on the due diligence a potential investor in a private fund should do on the fund.