

# VENTURE ACCELERATORS

## THE BACKABLE EXECUTIVE DEAL FLOW SERVICE

**ROPELLA EQUITY VENTURES**  
*specializes in Strategic Planning and Execution through an in-house Business Development Team to foster greater Deal Flow*

The Venture Accelerators® service offering was founded over a decade ago to partner industry leading executives with private equity groups that target and acquire companies, while focusing on applying the CEO's vision or thesis.

Our thorough knowledge of private equity and our extensive networks within these groups... along with tracking their specific industry interests, investment criteria and processes, allows the CEO to focus on accelerating their vision, by pursuing their target list of acquisitions and executing their desired business plan.

The CEO is introduced to prospective Acquisition Prospects in order to maximize the value of their time and focus on what they do best, presentations and due diligence. Venture Accelerators® is one of only a few programs in the nation that focuses on the CEO by simplifying a complex process and providing direction regarding deal flow, to accelerate their vision.

### WHAT WILL THE ROLE OF VENTURE ACCELERATORS BE IN PARTNERSHIP WITH THE BACKABLE CEO?

#### VENTURE ACCELERATORS WILL:

- Develop a go-to-market strategy with backable CEO that targets highly-compatible acquisition prospects and allows for introductions on behalf of backable CEO.
- Partner with backable CEO to create a thesis presentation for exploratory discussions with acquisition prospects.
- Make red carpet introductions to prospective acquisition prospects through the Ropella Equity Ventures business development machine.
- Organize follow-up plans and conversations with viable acquisition prospects.
- Navigate complex negotiations regarding investments between the backable CEO & PE Sponsors.
- Continue executive search services for senior leadership team expansion.
- Provide continued red-carpet introductions toward other acquisition prospects.

### WHAT WILL THE BACKABLE CEOS ROLE BE IN PARTNERSHIP WITH VENTURE ACCELERATORS?

#### THE BACKABLE CEO WILL:

- Establish (together with Ropella) an acquisition search focus and campaign process... that the PE group supports. Aiming to generate sufficient deal flow with the goal of finding a business to acquire in accordance with pre-defined criteria.
- Manage the acquisition and funding process with the support of an experienced PE team.
- Step into the role of the newly acquired business as a C-Suite Leader or Board Member.
- Proactively generate and evaluate strategic growth options and business opportunities, developing long term business strategy and 100-day execution plans.
- Assist in sourcing, assessing, and selecting key leadership to support the success of the acquisition.

**PE FIRMS WOULD RATHER INVEST IN AN A+ LEADER WITH A B+ IDEA... THAN AN A+ IDEA WITH A B+ LEADER.**

**VENTURE ACCELERATORS ONLY PARTNERS WITH A-PLAYERS,  
CONFIRMED AS TRANSFORMATIONAL LEADERS.**

## WEEKS 12 TO 6 MONTHS

STEP 8	STEP 9	STEP 10	STEP 11	STEP 12	STEP 13	STEP 14
Term Sheet/LOI Submission	Arrange FtoF Meeting with PE firms to focus on strategy	Select the PE Firm as Sponsor	PE Firms creates "Newco" on behalf of Executive	Begin Deal Flow Networking Campaign	Close a Platform Deal	Identify Add-On Aquis. & Begin Step 12 Again

TYPICALLY COMPLETED WITHIN 6 MONTHS TO 1 YEAR

## VENTURE ACCELERATORS VALUE ADD FOR M&A DEAL FLOW:

- 1. INDUSTRY INFORMATION** - Utilize CEO's knowledge to effectively target a particular industry and determine investment attractiveness.
- 2. NEW DEALS** - Leverage CEO's relationships with sellers and extensive industry knowledge to obtain Top Acquisition list targets that generate proprietary deal flow.
- 3. CURRENT DEALS** - In auction (or non-auction) deals, the CEO relationship may differentiate client vs. other financial buyers, while providing valuable feedback on the attractiveness of a deal.
- 4. CURRENT SPECIAL SITUATIONS / TOUGH DEALS** - The CEO may assist with closing a deal if the target company is underperforming, or if a transaction is a turnaround/divestiture.
- 5. DIVESTITURES** - Learn more valuable information and achieve an "angle" on divestiture through personal relationships the CEO has (or can create) with division executives.
- 6. EXECUTIVE SEARCH** - Support the CEO and PE Sponsor with a key leader.

## GREAT INDUSTRY + GREAT CEO = GREAT INVESTMENT RESULTS

It is most often the Backable CEO that moves the needle... when presenting themselves to PE Firms. Venture Accelerators' role is to help identify and motivate all viable deal flow opportunities.



*What's happening with your Deal Flow campaigns?*

*How many conversations never get started because the extensive networking and follow up required to make introductions by the CEO who considers it is too personal, daunting and/or time consuming?*

*How many possible acquisitions just fall apart because of the never ending required follow up & continuous chasing and then overcoming objections that just burns out the typical CEO or PE investor.*

*Put Ropella's expert networkers and relationship builders to work and let us manage these challenges and fill your schedule with worthwhile conversations.*

**ROPELLA EQUITY VENTURES IS LASER-LIKE FOCUSED, HIGHLY PROCESS AND DATA DRIVEN, AND FASTER THAN MOST PE IN-HOUSE RESOURCE TEAMS!**