

**Benjamin Ball**  
associates 

pitch | present | persuade

# The Little Green Book for Private Equity Fund Managers

Improve your impact with investors

[benjaminball.com](http://benjaminball.com)



“Helped us define our unique value proposition. As a result we have been able to attract new and different investors,”

Florian Kemmerich,  
Managing partner, Bamboo Capital Partners

## What challenges do you face with investors?

In the last ten years, Private Equity has changed. Funds are more sophisticated, the industry is more professional and investors are more demanding.


At the same time, markets are increasingly uncertain. Investors are awash with cash, but they are unsettled by turbulence. They take longer to make decisions and they need better information before committing.

**And when you sell your portfolio companies you need to extract every last bit of value by showing a management team at the top of their game.**

**Professional communications** is no longer a nice-to-have. **It's a must have.** You don't just get an edge with better communications; it's an **essential part of managing a fund**: all the way from raising money to selling your portfolio companies.

With Benjamin Ball Associates you get the support you need to get the impact you want with investors.

Call Louise on 020 7018 0922 or  
email [louise@benjaminball.com](mailto:louise@benjaminball.com) to find out more.



**“Transformed an ordinary set of slides into a great presentation with a clear message,”**

**Nick Rogers,**  
CEO, IPSO Ventures

## What will you get from BBA?

We'll help you to:

### **1. Polish your fundraising**

Transform your investor pitch. We'll strength your investment narrative, make your marketing materials more effective and rehearse your team for more engaging investor meetings.

### **2. Prepare portfolio management teams for exit**

Maximise the potential of investor/buyer meetings and ensure they turn in a top performance. We'll fine tune the pitch and polish the team so they are clear, compelling and convincing.

### **3. Get the best out of investor days**

Deliver a great experience at your next investor day. We'll prepare and coach your team to inspire and engage your investors.

### **4. Build skills in your team**

Public speaking, pitching to the IC, talking to the media, pitching to management and being on a conference panel. We can help with all your presentation and persuasion needs.

**“Convince even the most reluctant investor,”**

**Philippe Moschetta,**  
Group CFO, Al Muhaidib

“ You gave us the best value for money during the entire fundraising ”

Partner,  
UK Venture Fund

## 1 Polish your fundraising

Whether you're preparing to raise your first, third or seventh fund, we'll work with you to:

### Strengthen your investment narrative

- Clarify what makes your fund special
- Make your pitch easy to understand
- Neutralise investor concerns

### Make your marketing materials more effective

- Create an enticing one-page 'teaser'
- Ensure your IM/PPM is compelling
- Make your presentation high impact

### Rehearse your team for top performance

- Help potential investors feel engaged
- Handle challenging questions
- Present as a cohesive, dynamic team



“ Moved our presentation into a different league and undoubtedly improved the outcome and offer we received,”

Liz Warner,  
CEO, Betty TV

## 2 Prepare your portfolio management teams for exit

An impressive team is crucial to how a company is perceived. If an investor sees real potential in management, they'll pay a higher price.

**PE firms use us to help extract maximum value from each portfolio company.**

We do this by refining their equity story, preparing pitch documents that impress and coaching management thoroughly, including stress-testing them under tough questioning.

If your management team only pitches to investors once every few years, you can't expect them to be brilliant at it.

Intense, effective and recent coaching is essential.



“ The first communication coaching that makes a real and material change,,

Santiago Llairo,  
Director of Communications, JTI

### 3 Get the best out of your investor days

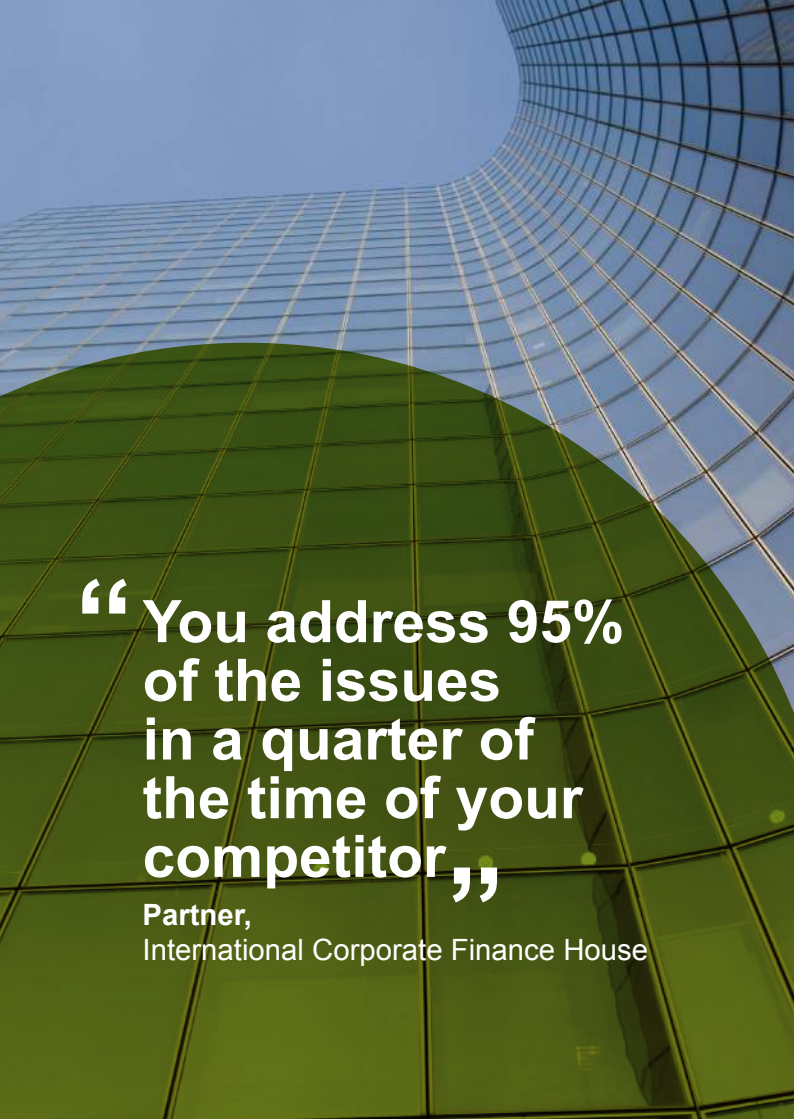
Once a year investors in your fund get to spend quality time with you, your team and potentially some investee companies, too.

Drawing on our experience of preparing for PE Investor Days, Capital Market Days and Results Presentations, we'll help you get the best out of these key events:

- **Build a compelling narrative** about your fund
- **Sustain interest** by coaching your team
- **Help your investors take away** what you want them to take away

How much effort do you put into making sure your investor day gives a great experience?





**“ You address 95%  
of the issues  
in a quarter of  
the time of your  
competitor ”**

**Partner,**  
International Corporate Finance House

## **Why work with Benjamin Ball Associates?**

You will polish your team and ensure you impress your investors.

You will get expert, unbiased advice that will strengthen your pitch and make your fund easier to talk about. You will get better marketing materials and a team that is carefully coached so they are fully prepared for the toughest investor meetings.

Whether you need a quick half-day ‘polishing’ session, or a longer-term engagement to help you build skills in your team, we’ll ensure you’re fully equipped to perform at your best.

### **Who are Benjamin Ball Associates?**

We have been helping private equity firms to improve their impact with investors for 10 years. Our teams have backgrounds in corporate finance, fund management and financial PR.

**Call Louise on 020 7018 0922 or  
email [louise@benjaminball.com](mailto:louise@benjaminball.com) to find out more.**





“The new presentation properly represents the institutional quality of our fund. It has been a step change for us.”

Erwin de Klein,  
Head of IR, Saemor Capital

**Benjamin Ball Associates**

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