
benjaminball.com

Clarity Wins Capital

Pitch & presentation coaching
for PE teams and portfolio firms



Benjamin Ball
associates 
pitch | present | persuade

“We were very pleased... [BBA] helped us define and explain our unique value proposition. As a result we have attracted new and different investors.”

Florian Kemmerich
Managing Partner,
Bamboo Capital
Partners



Stand Out When It Counts

For **15+ years** the team at Benjamin Ball Associates has been supporting PE firms with their critical communications.



1. Fundraising Pitch Coaching

- Transform generic pitch decks into investor-ready storytelling tools
- Refine your equity story, slides and delivery for maximum impact



2. Management Team Preparation

- Train portfolio company leaders to sell the investment case (trade sales, secondaries, IPOs)
- Perfect fireside chats, roadshows, and investor meetings



3. Investor Day & IC Presentations

- Help LPs understand your value with clear, persuasive messaging
- Coach teams to present persuasively and handle challenging questions



4. Tough Q&A Training

- Simulate investor grilling sessions so you're prepared for anything

“Highly effective working with members of management teams on how to communicate key messages to potential interested parties in different environments.”

George Moss
Partner, ECI



Better Stories. Better Decisions. Better Returns.

Whether you need coaching to: pitch more effectively to your IC, prepare for a new fundraise, or exit a portfolio company, our team helps you create lasting value. You get the essential support & confidence you need.



Expert coaching

a small team of experienced coaches with backgrounds in investment, communications and advisory.



Intensive programmes

we are known for fast, effective interventions to refine your story and build essential skills.



Outstanding results

make conversations with investors more effective and more productive.

“The positive feedback and performance improvement led to embedding the training across our whole group.”

George Roffey
Chief Sustainability
& People Officer,
Centrus

Some recent portfolio company clients:



Call **Louise Angus**, client services director today to discuss how we can help you.

Benjamin Ball Associates

+44 20 7018 0922 | info@benjaminball.com | benjaminball.com

Sharper Pitches. Stronger Outcomes

Recent GP and Advisor clients include:



Climate Asset
Management



LEFT
LANE



NORDIC
CAPITAL



Call **Louise Angus**, client services director today to discuss how we can help you.

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