

## Situation

- \$26B family Co office (“**Family Office Co**”) wants to establish a new private equity investment strategy and capability.
- Family office very successful as debt providers, real estate investors, and stock and bond investors.
- Need to flush out specifics on investment strategy, focus, evaluation process, and transaction sourcing.



## Complications

- Family Office Co has attempted formal evaluation of PE transactions in past, but process failed.
- Strong desire to evaluate transactions within 60 days of starting project.

## Critical Questions

- What are the most attractive type of PE investments for Family Office Co? Given the investment strategy, how should the investment process be defined? Who has authority to approve or reject transactions?
- What level of effort and how many team members are needed to execute the strategy well?

## Answers, Implementation, and Outcomes

- New middle market control equity strategy defined where Family Office Co would partner with well run businesses and hold them for 10 years.
- Robust transaction sourcing, evaluation, funding, governance processes defined.

Outbound Sourcing Process with Calls, Email, Social Media

Strategic Screen Established (“Kill Shots”)

Quarterbacking & Deal Diligence Process and Template Developed

Monthly Updates to Family Office Head and Family

- Over 50 transaction evaluated in new process over 5 months.