Project Example – Private Equity

Exit Planning – Furniture Retail

Situation

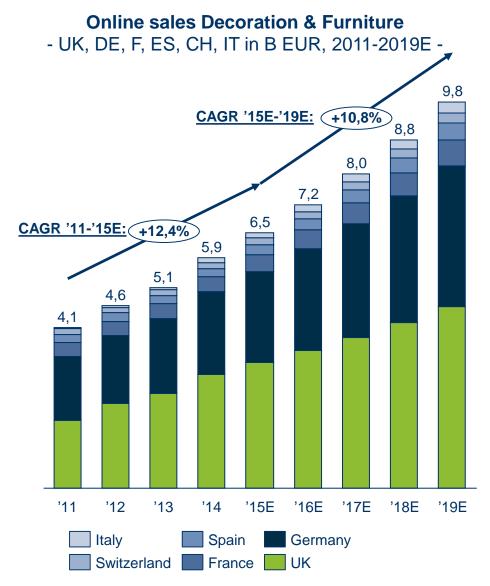
- Global Private Equity fund wants to list portfolio company, a furniture and decoration retailer on the stock exchange in an Initial Public Offering (IPO)
- Portfolio company seeks experienced Project Management to perform a central liaison role between parties in the Management Presentation to the Underwriting Banks

Actions Proost Ventures

- Prepare Management Meeting to Global Coordinators, Underwriters, and legal Counsel
- Act as Project Management Office (PMO) and central liaison to drive Management Presentation
- Provide input to drafting sessions Management Presentation
- Build and administer Data Room with fact-base for Management Presentation
- Coordinate Commercial Due Diligence (market research), legal counsel, auditor, and internal Controlling regarding content and factbase of Management Presentation

Project Results

Successful Presentation by Company Management to Underwriting Banks, kicking off the IPO-process despite tight timeframe and volatile equity markets





Source: Project Experience Proost Ventures