

# Investment Banking University

Investment Banking University – [www.InvestmentBankingU.com](http://www.InvestmentBankingU.com)

## *Investment Banking System Live Seminar Outline*

### Day 1:

#### **I. Perpetuity Science**

- a. What You Learn in Business School vs. What You Should Learn in Business School
- b. What is Business?
- c. What is a Perpetuity?
- d. Perpetuity by Industry & Sub-Industry
- e. Capitalism as a Perpetuity Game
- f. Playing the Perpetuity Game

#### **II. Foundations of Valuation**

- a. Tracking Value (Accounting)
  - i. Tracking Value with Accounts
- b. Analyzing Value (Finance)
  - i. Analyzing Value with Finance
- c. Modeling Value
  - i. Finance with Excel
  - ii. Financial Statement Modeling
- d. Valuation Methodologies
  - i. Valuation Principle
  - ii. Valuation Build Up
  - iii. Valuation Methodologies

### Day 2:

#### **I. Sell Side**

- a. Build the M&A Firm
  - i. Which financial products?
- b. Build the Coverage
  - i. Size
  - ii. Specialist vs. Generalist
  - iii. Index Building

# Investment Banking University

- c. Buy Side Coverage
  - i. Financial and Strategic Buyer Mandates
- d. Sell Side Coverage
  - i. Screen Building & Pulling
  - ii. Data Collection
- e. Marketing Material Creation
  - i. 1 Pager
  - ii. M&A Coverage Material
- f. Winning the M&A Mandate
  - i. Pitching
- g. Running the M&A Process
- h. IB Deliverables
- i. IB Management