

# Private markets in a nutshell

## Training program – Module 1

### Date

Wednesday, 12 March 2025, 09:00-13:00

### Location

Online

### Presenter

Cyril Demaria, Consultant, SECA

### Target audience

Professionals starting in the asset class, operating in the front, middle or back office of investment structures (fund manager, holding), advisors and experts working in private equity, private debt or private real assets, private bankers, willing to acquire a ground knowledge on the sector, investors operating on the account of pension funds, insurance and reinsurance groups, family offices, foundations and institutional investors.

### Pre-requisite knowledge

None.

## Program

### Private markets in a nutshell

#### Objectives

- Understand the different segments of the private markets sector
- Master the technical vocabulary of the profession
- Understand the instruments (funds, fund management firms) and actors (fund investors and managers)
- Know the essential steps of an investment process and the monitoring
- Identify the key points of the sector

#### The role of private equity in the economy

- Private markets definitions: private equity (seed capital, venture capital, growth capital, leveraged buy-out, turn-around/rescue capital), private debt (direct lending, mezzanine debt, unitranche), private real assets (private real estate, private infrastructure), secondaries, fund of funds...
- The actors of private equity: fund investors, fund managers, advisors, entrepreneurs
- The role of institutional investors and other investors
- Key figures: activity, performance and economic and social impact
- The references of the sector: communication and performance

#### Intervention channels and target companies

- Swiss and foreign investment vehicles (closed-end, evergreen funds, ELTIF, LP, L-QIF...)
- Target companies: characteristics
- Expected performances and instruments to measure performance
- The investor-entrepreneur relationship and value creation

#### From investment to exit: The cycle of investment

- The steps towards an investment and the actors involved
- Due diligence items: accounting, legal, strategic, market...
- Main contractual documents: letter of intent, term sheet, shareholders agreement, warranties, covenants
- Monitoring: governance, reporting and associated tools
- Exits: scenarios