

HOW TO ATTRACT PRIVATE EQUITY TO YOUR BUSINESS

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UNDERSTAND THE PE LANDSCAPE

- PE firms operate via fund structures, deal-by-deal, or club deals.
- Each firm has unique investment criteria—sector, size, and strategy.
- Common themes: scalability, strong teams, market leadership.



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PREPARE YOUR BUSINESS FOR INVESTMENT

- Assess your business against PE criteria.
- Fix gaps: revenue diversity, governance, scalability.
- Enhance branding - company and personal.
- Build a management team that reduces owner dependency.

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DEFINE YOUR IDEAL PARTNER

Work with a Corporate Finance Advisor to:

- Value your business.
- Assess funding needs and capital structure.
- Identify suitable PE firms based on goals.



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ENGAGE STRATEGICALLY

- Be professional and selective in interactions.
- Vet interest and competitors.
- Control information flow.
- Use advisors to manage discussions and term sheets.

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NAVIGATE THE PROCESS

- Sign NDA → Share key info → Negotiate term sheet → Due diligence (2-4 months).
- Prepare thoroughly for due diligence - it's detailed and time-intensive.
- Legal documents reflect term sheet; negotiate terms carefully with advisors.



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POST-ACQUISITION FIT

- Ensure cultural and strategic alignment.
- Use face-to-face meetings to assess working relationship.
- Negotiate leadership roles, incentives, and post-deal responsibilities.

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HOW VICO ADVISORY SUPPORTS YOU

- Strategic advisory, valuation, and M&A planning.
- Partner identification and engagement.
- Full-cycle support through deal structuring, due diligence, and beyond.



BOOK YOUR FREE 30-MIN CONSULTATION

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