



THE ART OF THE UPSIDE

Creating management presentations
that **sell the company**



*What's
the problem?*



How many times have you sat through a management presentation and not been inspired? How many times have you been disengaged, distracted, maybe even bored? As the private equity industry has grown, so it has evolved. All aspects of the exit process have professionalised.

Well, almost all.

The management presentation has remained as it always was, a distillation of the information memorandum. And that's dangerous because the two are very different. It's a bit like a novel and a film. Both tell a story, but in very different ways, demanding very different skill sets. The information memorandum is there to inform, but **the management presentation should inspire.**

**WITH THE RIGHT SUPPORT,
IT CAN.**

What's the opportunity?

Sellers are spending more and more on vendor due diligence, and that certainly helps alleviate buyers' concerns about the business.

A great management presentation can do something even better. It can shine a light on the upside potential and help buyers fall in love with a company and its management team.

**AND THAT'S WHERE
WE COME IN.**

“Of all our advisors, you made the most impact.

CEO of a German prefab house manufacturer



CRESCENDO
P A R T N E R S

WHO ARE WE?



“
This is a dream team to work with.
Managing Partner, pan-European PE firm

Team of **financial storytellers**

With backgrounds in private equity, M&A, investor relations, corporate finance, communication coaching and graphic design, we have a unique set of skills that help us deliver the most effective and inspirational management presentations.

The **key members** of our team who lead all of our projects are:



WILLIAM JAWORSKI

William founded Crescendo Partners so he could combine his expertise in private equity and finance with his passion for presenting and help private equity firms in their quest to get top value from exits. Before setting out on his own, he headed up European research at the mid-market private equity firm Riverside, and was also an investment banker at Merrill Lynch in London. Today, William leads all of our projects across Europe. He is based in Belgium.



HAYTHEM RASHED

Haythem has spent the last 15+ years of his career talking to institutional investors in various capacities, most recently as a senior Investor Relations officer at Saudi Aramco where he also helped to take the company public in the world's largest IPO. Prior to that, Haythem was at Morgan Stanley in London, where he was a top rated equity research analyst; Tuareg Capital, where he was an investment director; and Merrill Lynch's Equity Capital Markets division in London. He is based in the UK.



BALÁZS TAHY

Balázs has 20+ years of experience in M&A, finance and private equity. Prior to joining Crescendo, he worked for over a decade at the mid-market private equity firm Riverside on transactions mainly in DACH and CEE. The experience of working with multi-national management teams has taught him how crucial it is to communicate in a compelling and concise manner. He loves the soft skills aspects of private equity storytelling and helping management teams get their story "just right". He is based in Hungary.

We also have a team of **graphic designers** who create exciting visuals, and a dedicated team of **presentation coaches** with local language capabilities to train the presenting team for superb performance.



PIOTR



GRAZIA



PETER



KAROLINA



MAARTEN



LISA



CAN YOU TRUST US?

“

This team ensures a predictable, reliable, stellar performance of the management presentation.

Senior Partner, German PE firm

We work with **lower mid-market private equity firms** across all of Europe. Here are some of the firms who have entrusted us with crafting their management presentations.




We work **alongside the leading investment banks**. Here are some of the ones we have worked with over the past few years.



We work on exits **all over Europe**.
Here is a selection of our most recent projects.





WHAT MAKES US SPECIAL?

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It's impressive how you manage to make a complex message so simple and clear.

COO of a Danish technology company



1 A PRACTICAL UNDERSTANDING OF THE SCIENCE OF PERSUASION

In the last decade, academic research in the fields of psychology, neuroscience and behavioural economics has demonstrated that **decision making is not accidental**. It can be powerfully influenced. We apply the insights from that research to do exactly that in the management presentation.



***No matter what industry you're in,
the ability to influence others is crucial.***

Professor Robert Cialdini, father of the science of persuasion



2 THE ABILITY TO TURN FACTS INTO A COMPELLING STORY

To sell any company the buyer has to believe a small number of things. Our management presentations don't just communicate facts, but tell the story of the business, focusing on those key messages. We place particular **emphasis on the future growth story** and ensure it is tangible, persuasive and excites the buyer.



***A compelling narrative fosters
an illusion of inevitability.***

Professor Daniel Kahneman, Nobel Prize laureate

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THE CREATIVITY TO AVOID DEATH BY POWERPOINT

In the last decade, corporate understanding of how to best use PowerPoint has been radically transformed. There is so much science proving that the brain simply doesn't pay attention to boring slides with lots of bullet points on them. We focus on **visualising concepts** in the clearest and simplest way possible to keep your audience engaged.



If you think presentations cannot enchant people, then you have never seen a really good one.

Guy Kawasaki, Silicon Valley venture capitalist



4

THE SKILL TO COACH A MANAGEMENT TEAM TO BE AUTHENTIC, UNITED AND CONFIDENT

You can have a great story but if just one member of the team presents poorly, doubts can begin to creep in. We have years of experience in **coaching senior executives** all over Europe (some confident, many not) to make the impact they need, when it really matters.



Audience interest is directly proportionate to the presenter's preparation.

Nancy Duarte, expert in communication and presentation design



WHAT'S OUR PROCESS?

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Working on the management presentation was the most fun part of the entire exit process.

CEO of an Italian food ingredients manufacturer



Exits are busy times, especially for the management team and we are acutely aware of that.

Over the years, we have developed a **very efficient and streamlined process** of creating the management presentation and coaching the presenting team for superb delivery that can take as little as **three weeks**.

- 1** **Conversations** with owners and the M&A advisor to **fully understand the context of the deal**, the investment highlights and the key risks.
- 2** A **half day** with all relevant stakeholders to agree the **flow of the presentation, key messages, timings and allotted speakers**.
- 3** **Two individual sessions** with each presenter (two hours each) to craft their sections.
- 4** **Create the slides** (offline and in-between sessions) that support and illustrate each section of the story.
- 5** Agree with all the owners, M&A advisor and the presenting team and sign off on the **completed deck**.
- 6** **Rehearse the presentation** (and Q&A) with the presenting team privately and then in front of the owners and the M&A advisor.

What else do we offer?

AGM

From creating the presentation materials to coaching the speakers, we can help make your AGM a huge success.

FUNDRAISING PITCH

As the competition for capital grows, let us work with you to ensure your fund stands out from the crowd.

CORPORATE PRESENTATION

We can develop all kinds of origination and introductory presentations to engage effectively with potential portfolio companies and other stakeholders.





WHAT NEXT?

If you'd like to discuss an upcoming project or see some examples of our recent work, **please get in touch.**

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