

## PRIVATE EQUITY / VENTURE CAPITAL

Are you presently deliberating your fundraising phase or are you aiming to successfully execute another closing transaction of your fund?

WILLENBACHER ADVISORY supports you in all phases starting with the inception of the fund. We sit down with the management and analyse the concept of the new fund in detail. Building upon this, we evaluate the appropriate legal form and the structure of the fund.

A next, very important step is the analysis of the target group. This depends very strongly on the sectors in which investments are made, but also on the phases in the development of the future stake holding companies. The geographical target area is also of great significance. Only after these categories have been defined is it appropriate to move into the detailed analysis of the target groups. The target group is sub-divided, first, by customer group, and second, by country or region.

The next step is the conceptual work for the market presence and for the actual sales process. This step is defined in close cooperation with the management and with our support. The organisation of events or trade fairs also forms part of the package of services.

WILLENBACHER ADVISORY supports you from the very first right through to the actual sale. We cover the whole spectrum of services of the “pre-sales process”. A feature of our work is great flexibility and professionalism. We are there to help you lay the foundation for success in building up an excellent reputation in the market.

WILLENBACHER ADVISORY – The key to efficient sales and lasting success