

HOWARD J. BUSBEE
FINANCE ACADEMY
 FROM DoG ST. TO WALL ST.:
 KNOW BEFORE YOU GO

PREPARATION

- Know your panel schedule
- Read panelist bios ahead of time
- Complete a LinkedIn search of panelists
- Prepare panel and panelist-specific questions

- *Sell-Side:* Firms that issue, sell, or trade securities
- *Examples:* Investment banks or advisory firms
- *Buy-Side:* Firms that purchase securities
- *Examples:* Private equity, mutual, or hedge funds

GENERAL INFORMATION

- Thursday, September 30–Friday, October 1
- Show up *at least* 15 minutes early each day
- Bring your laptop for a networking session on Friday

ELEVATOR PITCH

- Attend Finance Academy’s D2W Prep Event to create elevator pitch
- Keep pitch to under one minute, preferably shorter
- Practice ahead of time so that your speech is fluid

PRIVATE VS. PUBLIC EQUITY

- *Private:* Capital invested in private companies that are not obligated to publish financial information
- *Public:* Capital invested in public companies that are required to disclose financial information

DRESS CODE

- Business professional
- *Men:* Business suit and tie
- *Women:* Professional dress, skirt, or slacks
- It’s important to look your best, even in a virtual format!

NETWORKING

- Determine which panelists you hope to connect with
- Ask a question during panel Q&A time
- Write down contact information as offered
- Follow up with email or LinkedIn connection

ACCOUNTING

- *Asset:* Resources with economic benefit
 - *Hard asset:* Cash, property, machinery
 - *Soft asset:* Software, brand recognition
- *Liability:* Resources that a company owes

Investment Banking

- *Deal:* A business proposal or investment pitch, typically equity/debt raising or M&A
- *Deal flow:* The rate at which business proposals and investment pitches are received
- *Product Group:* Describes a group in investment banking that specializes in a service (Leveraged Finance, M&A)
- *Coverage Group:* Describes a group in investment banking that specializes in a specific sector (Healthcare, Retail)

Alternative Assets

- *Venture Capital:* Risky investments in startups to fund growth and achieve outsized returns
- *Private Equity:* Capital from an investor to gain ownership in a private company

Public Sector

- *Dodd-Frank Act:* Legislation that was created as a response to the 2008 Great Financial Crisis that increased regulation of financial institutions

Corporate Finance

- *Capital Structure:* The balance between debt and equity that a firm uses to finance its operations, often measured by its Debt/Equity ratio

Quantitative Finance

- *Risk Management:* The use of mathematical or technological models to evaluate the risk of a market, operational structure, or security

Consulting

- *Public:* Type of consulting for clients that are primarily local, regional, and national governments or government agencies
- *Private:* Type of consulting for commercial clients

Asset & Wealth Management

- *Hedge Fund:* Fund that can invest in securities and also “short,” or predict that a security will decrease in value
- *Mutual Fund:* Company that pools money from investors in order to invest in securities
- *HNWI:* High net worth individual, a traditional client for wealth managers
- *Accredited Investor:* An individual or institution that is authorized to invest in securities not necessarily registered with the SEC and has an annual income greater than \$200,000

Private Equity

- *LBO:* Leveraged Buy-Out, an acquisition financed primarily through debt



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