

University of Michigan, Ross School of Business - 2022 ETA Conference



ETA
Club

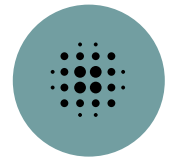
ENTREPRENEURSHIP
THROUGH ACQUISITION CLUB
AT UNIVERSITY OF MICHIGAN

THURSDAY & FRIDAY, NOVEMBER 10-11

Tauber Colloquium
701 Tappan Ave, Ann Arbor MI

**PRESENTED BY ENTREPRENEURSHIP THROUGH ACQUISITION (ETA) CLUB
AT ROSS**

2022 ETA CONFERENCE - SPONSORS



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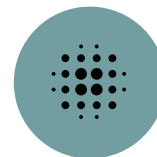
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2022 ETA CONFERENCE



DAY 1

Thursday, November 10th, 5:30-7:30pm

5:30-7:30PM | WELCOME RECEPTION

Richard L. Postma Family Clubhouse - 500 East Stadium

Join conference attendees for drinks, heavy appetizers and great conversation!

DAY 2

Friday, November 11th, 11:00am-5:00pm

11:00AM | OPENING REMARKS

Tauber Colloquium - 701 Tappan Ave (conference venue for the day)

11:00-12:00PM | DIFFERENT TYPES OF SEARCH

Moderator: Dave Hiemstra (Quadec Private Capital)

Panelists: WSC, NextGen Growth Partners (NGP), and Live Oak Bank

This panel will explore the three main search models (self-funded, traditional, and accelerator) in more detail, with a focus on helping prospective searchers understand which model might best suit them. Some topics the panel will explore are:

- Profiles, characteristics, and qualities of searchers who choose each model
- Upside/downside for searchers of each model
- Misconceptions prospective searchers have about each model

12:00-12:30PM | COFFEE, LIGHT BITES, & NETWORKING BREAK

12:30-1:30PM | FINDING & RUNNING GREAT BUSINESSES

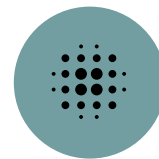
Moderator: Bruce Moszcelt (Blue Frame Capital Partners)

Panelists: Jonathan Dunn (Cerbo), Sam Hyde (Circle Surrogacy) and Ned Tomasevic (Reusability)

This panel will draw on the experiences of three Rossers turned CEOs to understand what it takes to find and run great search businesses. Some topics the panel will explore are:

- Best practices for analyzing and sourcing deals, with an emphasis on how to effectively evaluate industries, kill/push deals forward, and build seller momentum to close
- Advice on retaining and hiring great executive talent
- Misconceptions prospective searchers have about the CEO seat

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DAY 2

Friday, November 11th, 11:00am–5:00pm

1:30–2:30PM | NETWORKING LUNCH

2:30–3:30PM | DEAL PITFALLS: INVESTOR PERSPECTIVE

Moderator: Warren Chan (Relay Investments)

Panelists: Trilogy Search Partners, Pacific Lake, and Anacapa Partners

This panel will focus on what are key deal pitfalls that searchers run into from an investor's perspective. Some topics the panel will explore are:

- Common themes of searchers who fail to buy a company or who buy an underperforming company
- How searchers should use their investors to evaluate deals, with an emphasis on understanding this for various deal stages (pre-LOI, post-LOI, etc.)
- Misconceptions about the deal process from prospective searchers

3:30–3:45PM | BIO-BREAK

3:45–4:45PM | PROFILE OF A SEARCH ENTREPRENEUR

Moderator: Cecilia Lulli (Relay Investments)

Panelists: Courtney Dunn (Cerbo) and Nikita Sunilkumar (Trilogy Search Partners)

This panel will explore the traditionally homogenous make-up of search entrepreneurs and use that as a launching pad to understand the true qualities, characteristics, and values that are needed in search entrepreneurs. Some topics that panel will touch on are:

- What limiting beliefs most hold prospective searchers back and why are they not true?
- What professional experiences, personality types, motivations, and characteristics are a good match for this career path?
- Why has this community been homogenous for so long? What are the characteristics and qualities that matter when choosing to pursue this path?

4:45–5PM | CLOSING REMARKS & NETWORKING