The American University in Cairo
School of Business

صندوق مصر السيادي
THE SOVEREIGN FUND OF EGYPT

EPEA
Egyptian Private Equity And Venture Capital Association
الجمعية المصرية للاستثمار المباشر و رأس المال المخاطر

Blended*

# PRIVATE EQUITY DIPLOMA

*Toward Value Creation*

APPLY NOW

*Blended delivery combines both live-online sessions and on-campus sessions.

# Program Overview

Private equity has grown from a cottage industry in the 1970s to a multibillion dollar asset class, which plays an important role in the global economy. Emerging Markets have grown even faster and now represent over twenty percent of the total global private equity market. Markets such as Egypt, with their growing middle class and significant population, are poised to enjoy a private equity boom, as investors from Europe, the Gulf and others seek ways to place their capital in growing Egyptian companies.

A career in private equity today in this region means a pathway toward financial success and making a substantial contribution to the country's development. Being a general partner of a successful private equity fund is truly to be sitting on the top of the 'food chain' in finance. This diploma can help participants get there.

The diploma is designed to provide participants with a word-class skill set that will enable them to find, make, manage and exit successful private equity deals. In addition, the diploma will cover all aspects of private equity starting from forming a fund, fundraising, looking at the organization, management, economics and regulation of the fund managers themselves. An essential part of this is having the ability to create value and achieve successful exits and this will be an important focus of the diploma.

# Key Benefits

**Get**
a global overview of the private equity market and its trends, including emerging markets.

**Learn**
how to develop and screen a pipeline of potential deals through engaging with entrepreneurs and their companies; and understanding their motivation.

**Master**
company valuation private equity style, going beyond the 'textbook' approaches by incorporating the complexities of exit and layers of financial instruments.

**Solve**
otherwise deal-breaker situations, by getting an insight into the creative deal approach to structuring of private equity investors.

**Develop**
the in-depth instincts necessary for effective due diligence and learn how to project-manage external partners and service providers during a transaction.

**Learn**
to have a long term view by planning for the years ahead of the investment at the time the deal is structured.

**Appreciate**
the importance of being exit-driven in the selection of investments in the structuring of the deal and in having flexibility in exit routes.

**Understand**
how to raise a private equity fund by pitching to potential investors.

**Have**
a deep insight into all the complexities of fund management regulation, documentation and economics.

**Have**
powerful number-crunching skills to help close deals.

**Know**
how to align the interests and agendas of all stakeholders through the deal cycle.

# Program Outline

## Core Courses

### The Private Equity Ecosystem

(27 hours)

• This core course unfolds in two comprehensive modules that guide participants on a coherent and integrated journey through the world of Private Equity (PE), concluding with a final presentation that harmonizes the concepts and skills acquired:

• **Module 1** - Foundations of Private Equity, dives into the evolution of private equity, mapping the journey from funds' inception to the complex fundraising landscape. Participants will grasp the pivotal GP-LP dynamics and strategies for investment selection, valuation, and exit tactics while evaluating fund performance.

• **Module 2** - Impact Investment and ESG Integration engages with the critical role of Impact Investment and dissects its relevance from the perspectives of fund managers and investors. Delve into ESG considerations, assessing their influence on the Private Equity landscape and their impact on both the ERR and FRR.

### Private Equity Fund Organization

(18 hours)

• This course delves into the critical components of forming a private equity fund, examining reporting protocols and valuation techniques. Participants will also gain insights into the structural blueprints for fund and fund manager establishment, alongside the dynamics of investor (LP) and fund manager interactions. Additionally, the course will scrutinize the methodologies investors (LPs) employ to assess and navigate the risks inherent in private equity investments.

• The course will then dig deeper into the economics of private equity funds such as management fees, carried interest, and waterfall distributions. A comprehensive review of the Egyptian legal context for private equity funds will be conducted, covering various fund structures as dictated by local regulations and considering the implications of regulatory policy shifts.

### Financial Analysis

(18 hours)

• This course is designed as a foundational element following the introductory course, it focuses on finance with a private equity emphasis, building on foundational concepts introduced in earlier courses. It is designed to enhance participants' financial literacy, preparing them for more advanced topics in subsequent courses.

• The curriculum is practical, with a hands-on focus on exercises that help participants develop skills in analyzing Balance Sheets, Income Statements, Cash Flow, and conducting ratio analysis, all through the use of Excel.

• As the course progresses, it includes training in forecasting and financial modeling—key elements of investment planning—culminating in the ability to create comprehensive financial models. Additionally, the course covers the development of Business Plans and the integration of financial statements, with a continual emphasis on practical application.

### Valuation Methods

(18 hours)

• This course aims to demystify the valuation process within various financial scenarios, developing a thorough understanding of the complexities of financial valuation. It equips participants with practical skills to tackle real-world valuation challenges effectively, regardless of their position as a buyer, seller, limited partner, manager, or advisor.

• Participants will deepen their proficiency in valuation, comprehending multiple methodologies, and enhancing their ability to maneuver through intricate financial environments. The course emphasizes the dual nature of valuation as both an art and a science.

• By bridging the gap between theoretical knowledge and its application, the course ensures that participants are not only familiar with valuation principles but also adept at applying them in professional settings.

# Program Outline

## Deal Making

### (27 hours)

• This course provides an in-depth exploration of the private equity investment cycle, from identifying potential investment opportunities to executing the most advantageous deals. It covers the critical phases of building an investment pipeline, sourcing deals, and managing investment processes.

• It examines the interactions between private equity managers and company leaders, including entrepreneurs and corporate CEOs, highlighting collaboration and negotiation tactics. Legal considerations are also addressed by assessing the key issues and risks for a local target company, including detailing due diligence, drafting and negotiating transaction documentation, setting investment strategies, and exit planning.

• Additionally, the course delves into the different types of financial instruments used to make private equity investments and the complex deal structures commonly employed by private equity fund managers.

## Portfolio Management

### (18 hours)

• The course offers a comprehensive overview of accelerating value creation in private equity, equipping participants with the knowledge and strategies essential for optimizing the value journey post-transaction.
It focuses on determining the right investor composition, establishing optimal team engagement models, navigating challenges such as underperformance, and capitalizing on expansion opportunities.

• Participants will learn to adeptly prepare their portfolio company for a successful exit, emphasizing the enhancement of value across the investment lifecycle.

## Exit Strategies

### (15 hours)

• This course navigates the complexities of this distinct asset class and dissects the intricacies of exit strategies within the private equity sector, offering insights into the various approaches and mechanisms that drive successful financial outcomes.

• Participants will gain the skills to identify and evaluate exit routes, assess exit risks, and manage the exit process effectively, preparing for a seamless transition.

**Business Acumen**
**Online Self-Study**
**(3 Courses)**

Effectively operating within a business setting and making a positive impact requires a certain set of skills and competencies. Explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

For the updated list of Business Acumen courses, CLICK HERE

## Program Highlights

**7** Core Courses + **3** Business Acumen Courses

- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Business-oriented assignments and projects

CLICK HERE for a detailed schedule.

## Who Should Attend?

**Analysts** in venture capital funds

**Analysts** in private equity funds

**Investment** officers in investment departments in banks

**Analysts** in investment banks

**Investment** officers at operational companies

**Professionals in banking, accounting,legal departments,** or other advisory services to the investment industry

**General partners** of private equity and venture capital firms

**Professionals** working in private sector development and developmental financial institutions

**Professionals** working for government regulatory departments

# Program Fees

| Core courses | for Egyptians | for Non-Egyptians |
|---|---|---|
| The Private Equity Ecosystem | EGP 12,960 | USD 650 |
| Private Equity Fund Organization | EGP 8,640 | USD 450 |
| Financial Analysis | EGP 8,640 | USD 450 |
| Valuation Methods | EGP 8,640 | USD 450 |
| Deal Making | EGP 12,960 | USD 650 |
| Portfolio Management | EGP 8,640 | USD 450 |
| Exit Strategies | EGP 7,200 | USD 350 |
| Capstone project | EGP 1,920 | USD 100 |
| Business Acumen Online per course | EGP 2,500 | USD 150 |
| **Total program investment** | **EGP 77,100** | **USD 4,000** |

CLICK HERE for payment options

# Admission Criteria

- Bachelor's Degree.
- Proficiency in written and spoken English.
- A minimum of 5 years of relevant work experience is preferred.

*Holders of the FMVA certificate from CFI and/or CFA charterholders will be exempted from the Financial Analysis and Valuation Methods courses.*

# Certificate

Participants who successfully fulfil the program graduation requirements will be granted a 'Certificate of Completion' from the AUC School of Business.

Attendance Requirements: A minimum attendance of 75% is required in each course to qualify for graduation.


The American University in Cairo
School of Business

Certificate of Completion

THIS IS TO CERTIFY THAT

Participent Name

has successfully completed the

Private Equity Diploma

Date

Mohamed AbdelSalam
Executive Director, Executive Education

Date

# Scholarship Opportunities

Supporting our participants in their pursuit of lifelong learning is of paramount importance to us. For this reason, we offer a variety of scholarships to help support your professional development. Explore our scholarship options to find one that suits your circumstances.

## Alumni Advantage Program

Rekindle your passion for learning with our exclusive Alumni Advantage Program. As a valued AUC or AUC School of Business Executive Education alumnus, we invite you to benefit from a 10% discount on our diverse Executive Education programs, whether in-person, blended, or online. This distinctive offer adheres to our standard admission requirements and underscores our commitment to supporting your ongoing professional development.

## Exclusive AUC Alumni Benefits

Rekindle your passion for learning with our exclusive benefits:

- AUC Alumni Advantage Program: As a valued AUC alumnus, we invite you to take the first course in our diploma programs complementary - free of charge or enjoy a 10% discount on our diverse Executive Education shorter programs, available in-person, blended, or online.
- School of Business Executive Education Alumni Discount: AUC School of Business Executive Education alumni receive a 10% discount on any of our Executive Education programs.

***These exclusive benefits, adhering to our standard admission requirements, underscore our commitment to supporting the lifelong learning journey and professional development of our alumni.***

# Flexible Payment with Valu

To further support your professional journey, we offer flexible payment options through valU.

You can spread your Executive Education costs **over 6-60 months at a 1% monthly interest rate.**

Quick approval and no down payment are required.

For more details, please contact us at **16671.**

This service is exclusive to Egyptian nationals.

# Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way.

There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

# AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.

# AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

## About Egyptian Private Equity Association


The Egyptian Private Equity Association (EPEA) is a not-for-profit association committed to supporting and developing the Private Equity and Venture Capital industry in Egypt and the region. The Association aims to foster private investment in Egypt, as well as boost communication and knowledge sharing among the region's private equity and venture capital networks.

On the local level, EPEA aims to serve the current needs of the local industry in the areas of capacity building, networking and policy advocacy. On the regional and international levels, EPEA actively contributes to the growth and development of the industry by assessing potential opportunities and partnering with similar associations.

EPEA was founded in 2011 by leading industry experts as well as major corporate players in the private equity industry on the local and regional levels.

## About The Sovereign Fund of Egypt


The Sovereign Fund of Egypt was established in 2018 to attract private investments to Egypt and promote co-investment in state-owned assets to maximize their value and contribute to the growth of Egypt's economy.

The Fund is independently managed by senior executives hailing from the private sector. It's tasked with selecting public assets, in cooperation with different state bodies, and developing them with local and foreign investors and financial partners in order to maximize their value, increase the private sector's role in the economy and generate employment opportunities for Egypt's youth.
The Fund's special legal framework allows it to unlock unique assets for investors and engage the government to help implement structural reforms, ultimately boosting diversified economic growth.

The Fund operates in accordance with international best practices, from its clear and flexible investment focus allowing it to form a wide range of partnerships, to its governance. The Fund is overseen by a board of directors and a general assembly consisting mainly of private-sector professionals.

The Fund is also a member of the International Forum for Sovereign Wealth Funds, an organization dedicated to promoting cooperation between SWFs around the world and advancing dialogue, research and self-assessment among its communit.

The Sovereign Fund of Egypt was established in accordance with Law 177 of 2018; its articles of association were published in February 2019 by Prime Ministerial Decree no. 555 of 2019.

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School of Business, Executive Education

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