

# ENHANCING PRIVATE EQUITY GOVERNANCE: BEYOND A GOOD IDEA

**The success of a start-up venture increases significantly when seasoned advisors can be recruited to provide critical oversight and guidance during its formative stages. An effective organization and governance structure enhances a venture's ability to attract capital. Good governance also increases the speed at which good ideas reach the market.**

While technologically strong, many CEOs at Alberta start-ups do not have the necessary time or background to acquire the business and governance skills required to lead their organization to success. The governance requirements of a start-up can be more complex and challenging than those of a more established firm. This program provides participants with key learnings necessary for overcoming these challenges and playing a significant role in developing Alberta's next generation of technology firms.

## WHO WILL BENEFIT?

This unique program brings together entrepreneurs and high-potential ventures from across a broad spectrum of industries with seasoned advisors who have governance expertise and entrepreneurial experience. This pairing ensures a mutually beneficial learning experience and long term relationships that support the ultimate success of start-ups.

## PROGRAM DELIVERY

This cohort-based, online-learning program combines a mixture of self-directed asynchronous online learning with live online intensive discussions, case analyses, and small group meetings with entrepreneurs and seasoned start-up directors and advisors. The program will focus on relevant knowledge and provide practical applications that can support the next level of growth.

## LEARNING OBJECTIVES

The key learnings and benefits for start-up advisors and directors include:

- An organizational and governance developmental roadmap for early-stage companies;
- Critical organizational milestones;
- Best practices for becoming an effective advisory team member or a director for a start-up organization;
- Governance requirements and responsibilities for angel investors and venture capitalists;
- Interaction with CEOs of Alberta-based start-ups, and identification of potential opportunities.

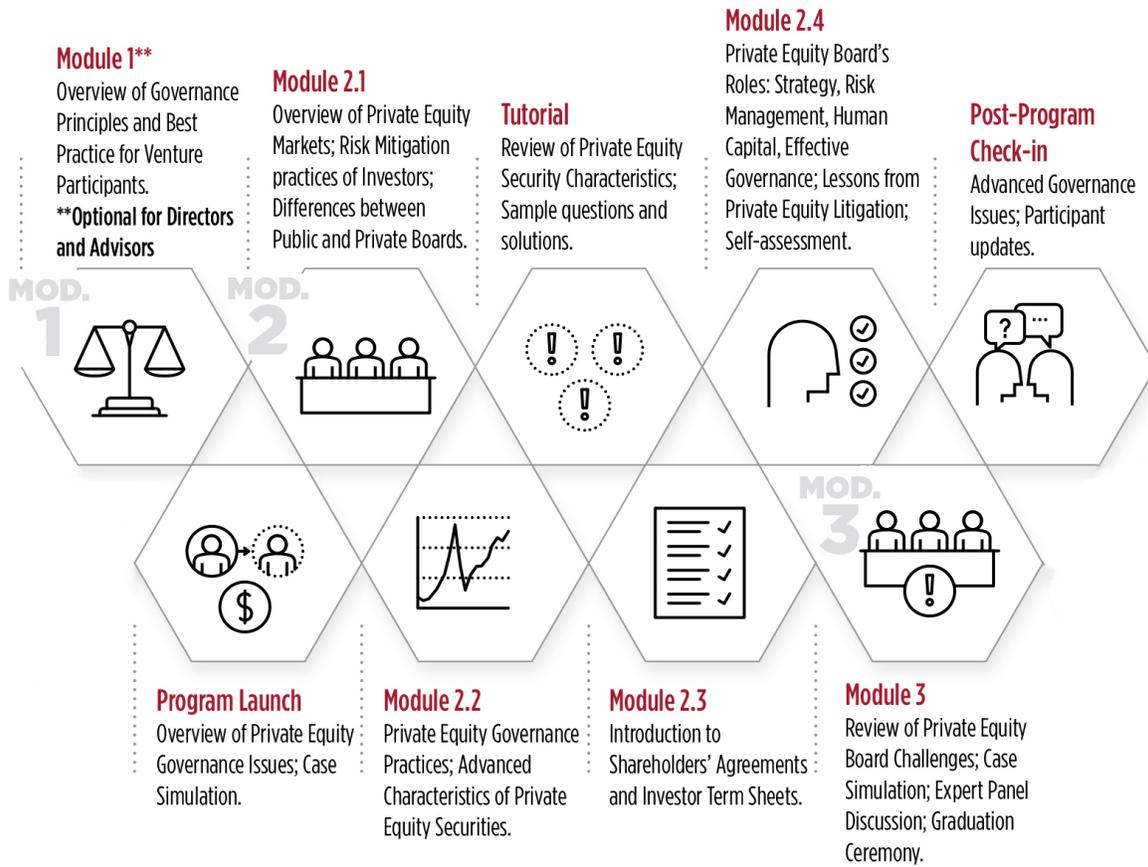
**Dates:** March – June 2022

**Program Delivery:** Online

**Commitment:** 27 hours

**Investment:** ICD.D members \$1050  
ICD / non-ICD members \$1295

# LEARNING JOURNEY



## PROGRAM SCHEDULE: MARCH 14– JUNE 13, 2022\*

Date	Learning Activities	Format	Commitment
March 14	<b>Module 1**</b> Overview of Governance Principles and Best Practice for Venture participants.	Self-directed online	Optional**
March 28	<b>Program Launch</b> Participant introductions; Overview of Private Equity Governance Issues; Case Simulation.	Live online	3 hours
Week of March 28	<b>Module 2.1</b> Overview of Private Equity Markets; Risk Mitigation Practices of Investors; Differences between Public and Private Boards.	Self-directed online	4 hours
Week of April 5	<b>Module 2.2</b> Private Equity Governance Practices; Advanced Characteristics of Private Equity Securities; Sample questions and solutions.	Self-directed online	4 hours
April 11	<b>Tutorial</b> Review of Private Equity Security Characteristics; Sample questions and solutions.	Live online	2 hours
Week of April 12	<b>Module 2.3</b> Introduction to Shareholders' Agreements and Investor Term Sheets.	Self-directed online	4 hours
Week of April 18	<b>Module 2.4</b> Private Equity Board's Roles: Strategy, Risk Management, Human Capital, Effective Governance; Lessons from Private Equity Litigation; Self-assessment.	Self-directed online	4 hours
April 25	<b>Module 3</b> Review of Private Equity Board Challenges; Case Simulation; Expert Panel Discussion; Graduation Ceremony.	Live online	3.5 hours
June 13	<b>Post-program Check-in</b> Advanced Governance Issues; Post-program check-in and updates by participants.	Live online	2.5 hours

\* Program schedule and content is subject to change. Please visit [haskayneexeced.ca](http://haskayneexeced.ca) the most up-to-date program information.

\*\* Optional for Directors and Advisors

### PROGRAM INVESTMENT

Program investment is \$1050 for ICD.D member participants and \$1295 for ICD-member participants and includes the following:

- 16 hours of self-directed online content;
- 11 hours of face-to-face live online sessions;
- All program materials, including copyright and learning activities.

### APPLICATION PROCESS

To ensure maximum program success and an appropriate balance of skills, experience, and expertise, all participants must complete an application form. Applications will be vetted and program participation will be curated based on these applications.

Visit [haskayneexeced.ca](http://haskayneexeced.ca) for further information and to submit your application.

## FACULTY

**Michael Robinson** holds a Ph.D. in Finance and an MBA from the University of Western Ontario, as well as a B.Math degree from the University of Waterloo. He also holds the Chartered Financial Analyst (CFA) designation from the CFA Institute in Charlottesville, Virginia, and the certified corporate director designation (ICD.D) from the Institute of Corporate Directors in Toronto, Ontario. Michael worked in several technology start-ups, has past experience as a Venture Capitalist (including as a board nominee on several private firms), is an angel investor, and has published several papers which examine the financing issues of early-stage firms. He currently teaches New Venture Finance and Corporate Governance to undergraduate B. Comm, MBA, Executive MBA, and executive education students. He was the first site lead for the CDL-Rockies program and continues as the course instructor for that program.

## APPLY NOW

### **Haskayne Executive Education**

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