

# 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 organizational and governance structure enhances a venture's ability to attract capital. Good governance also increases the speed at which good ideas reach the market.

## 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 can 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 other entrepreneurs and seasoned start-up directors and advisors. The program focuses on relevant knowledge and practical applications that can support the next level of growth.

## LEARNING OBJECTIVES

The key learnings and benefits for entrepreneurs include:

- An organizational and governance developmental roadmap for early-stage companies;
- Critical organizational milestones;
- Practices and processes to sustain long-term strategic and operational efficiencies;
- Best practices for building an effective advisory team and board of directors;
- Governance requirements and responsibilities for angel investors and venture capitalists;
- Relationships with seasoned start-up directors and advisors.

**Dates:** March – June 2021

**Program Delivery:** Online

**Commitment:** 35 hours

**Investment:** \$950

## LEARNING JOURNEY\*

### MODULE 1.1 (ONLINE)

Overview of Governance Principles; Legal Structures; Director Duties: Fiduciary Duty & Duty of Care; Due Diligence Defense.

### MODULE 1.3 (ONLINE)

Board's Role in Human Capital (Succession & Compensation); Board's Role in Establishing Effective Governance Practices.

### MODULE 2.1 (ONLINE)

Overview of Private Equity Markets; Risk Mitigation Practices of Investors; Differences between Public & Private Boards.

### MODULE 2.3 (ONLINE)

Advanced Governance (Term Sheet) Issues; Comparison of Board's Role in a Private Equity Situation (Strategy, Risk Management; Human Capital; Effective Governance).

### MODULE 3.1 (IN-CLASS)

Review of Private Equity Board Governance Challenges.

### MODULE 3.3 (IN-CLASS)

Moderated Panel of Private Equity Participants, including Advisors, Lawyers, and Investors.

### MODULE 1.2 (ONLINE)

Corporate Governance Best Practice; Board's Role in: Strategy; Risk Management.

### MODULE 1.4 (ONLINE)

Self-Assessment, including sample questions and solutions.

### MODULE 2.2 (ONLINE)

Potential Conflicts in a Private Equity Board; Case Simulations, Introduction to Shareholder Agreements.

### MODULE 2.4 (ONLINE)

Self-Assessment, including sample questions and solutions.

### MODULE 3.2 (IN-CLASS)

Alternative and Advanced Term Sheet Negotiations.

### CLOSING RECEPTION

\*Full participation in Module 1 and successful completion of the self-assessment is required for participation in the the subsequent program modules.



## PROGRAM SCHEDULE: MARCH 15 – JUNE 21, 2021\*

Date	Learning Activities	Format	Commitment
Week of March 15	<b>Module 1.1</b> Overview of Governance Principles; Legal Structures; Director Duties: Fiduciary Duty & Duty of Care; Due Diligence Defense.	Self-directed online	4 hours
Week of March 22	<b>Module 1.2</b> Board's Role in Establishing Effective Governance Practices; Self-Assessment including sample questions and solutions.	Self-directed online	4 hours
March 29	<b>Program Launch</b> Participant introductions; Overview of Private Equity Governance Issues; Case Simulation.	Live online	3 hours
Week of March 29	<b>Module 2.1</b> Overview of Private Equity Markets; Risk Mitigation Practices of Investors; Differences between Public & Private Boards.	Self-directed online	4 hours
Week of April 6	<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 12	<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 19	<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 26	<b>Module 3</b> Review of Private Equity Board Challenges; Case Simulation; Expert Panel Discussion; Graduation Ceremony.	Live online	3.5 hours
June 21	<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.

### PROGRAM INVESTMENT

Program investment is \$950 per participant and includes the following:

- 24 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**

University of Calgary  
Downtown Campus  
6th Floor, 906 - 8th Avenue SW  
Calgary, AB T2P 1H9

**403.220.6600**

**[haskayneexeced.ca](http://haskayneexeced.ca)**

**[execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca)**



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