

# VENTURE VISIONS

## THE BACKABLE EXECUTIVE INTRODUCTION SERVICE

**ROPELLA EQUITY VENTURES**  
*specializes in Executive Assessment, Thesis Discovery, and Network Connections*

The Venture Visions® service offering was founded over a decade ago by the executive search firm The Ropella Group. Created to partner industry leading transformational executives with private equity groups that acquire and build companies, while focusing on applying the CEO's vision or thesis.

Over the last 35 years, The Ropella Group has established a global network of C-Suite Executives, Board members and PE Investors. Focused most heavily on the Chemicals, Technology Mfg. and Materials Sciences space. As well, many of these leaders have moved into consumer products sectors that manufacture products based on chemicals, plastics and other advanced materials technologies, bringing Ropella with them.

Our thorough knowledge of private equity and our extensive networks within these groups... along with tracking their specific industry interests, investment criteria and processes, allows the CEO to focus on realizing their vision, pursuing their target list of acquisitions, and executing their desired business plan.

The CEO is guided to the right equity partner to provide their backing, eliminating a substantial part of the risk related to entrepreneurial navigation. Venture Visions® is one of only a few programs in the nation that focuses on the CEO by simplifying a complex process and providing direction regarding the best PE groups to fund their vision.

### WHO IS A VENTURE VISIONS® CANDIDATE AND WHAT DOES PE LOOK FOR?

#### THIS UNIQUE INDIVIDUAL:

- Is a seasoned and respected CEO in their industry/niche
- Has a vision and a passion for a particular thesis they want to invest in with a PE Group
- Has had significant P&L responsibility (\$200M+)
- Has a proven track record of successfully growing companies and creating value
- Is experienced in acquiring and integrating companies
- Has the ability to build a strong management team
- Demonstrates a high level of integrity with a strong mix of IQ and EQ
- Displays an entrepreneurial spirit, commitment, and ability to personally invest

PE FIRMS WOULD RATHER INVEST IN AN A+ LEADER WITH A B+ IDEA... THAN AN A+ IDEA WITH A B+ LEADER.

**VENTURE VISIONS ONLY PARTNERS WITH A-PLAYERS,  
CONFIRMED AS TRANSFORMATIONAL LEADERS.**

# PROCESS TIMELINE

## WEEKS 1 TO 3

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| <b>STEP 1</b><br>Explore Thesis Strategy and Acquisition Targets | <b>STEP 2</b><br>Discuss ideal PE Groups and Capital Structure | <b>STEP 3</b><br>Complete NDA and VV Agreement | <b>STEP 4</b><br>Prepare Backable CEO Campaign | <b>STEP 5</b><br>Review PE Information Research | <b>STEP 6</b><br>Begin PE Networking Campaign | <b>STEP 7</b><br>Prequalify PE Groups as Sponsors |
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## WEEKS 3 TO 12



### WHAT WILL THE BACKABLE CEOS ROLE BE IN PARTNERSHIP WITH THE VENTURE VISIONS PROGRAM?

#### THE BACKABLE CEO WILL:

- Establish (together with VV) a PE Funding Sponsor search strategy and campaign focus.
- Be transparent and clear to align expectations regarding participation and time commitments.
- Enthusiastically pursue all generated conversations (even if simply an exhibition match) with the goal of finding the right PE Group - where all parties are excited and committed to investing together.
- Communicate frequently and comprehensively with the Venture Visions Partners to ensure they are fully informed and capable of guiding and supporting conversations with all parties.

### WHAT WILL THE ROLE OF VENTURE VISIONS BE IN PARTNERSHIP WITH THE BACKABLE CEO?

#### VENTURE VISIONS WILL:

- Partner with the backable CEO to develop a goto-market strategy. Focusing on targeting the right PE firms to make introductions on behalf of the Backable CEO.
- Develop a fully vetted backable CEO presentation to be shared with interested PE firms.
- Partner with backable CEO to create a Thesis Presentation for exploratory discussions with PE firms.
- Make “Red Carpet” introductions to prospective PE firms through Ropella’s business development machine.
- Assist in organizing follow up plans and follow-on conversations with PE firms.

## GREAT INDUSTRY + GREAT CEO = GREAT INVESTMENT RESULTS

It is most often the Backable CEO that moves the needle... when presenting themselves to PE Firms. Venture Visions’ role is to help source and make introductions to all the needles in the haystack.



**ACCELERATING GREAT VENTURES**  
Through Transformational  
Leaders, Inventors and Investors

*“Every successful relationship starts with an introduction”*

For more information, contact **Patrick Ropella**  
at [ropella@ropella.com](mailto:ropella@ropella.com) or **850.983.4997**