

Summarizing Investment Memorandums

ABC www.abc.com																																																																																																																																																	
Date:	February 201x																																																																																																																																																
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Company Overview																																																																																																																																																	
Business Description	<ul style="list-style-type: none"> ABC is the developer and marketer of xx for yy The company offers comprehensive abc All company operations are located in the same facility in Chantilly, VA with 22,000 sq. ft. for headquarters and content production while 5,100 sq. ft. for contact center \$xx mm invested in abc over the past xx years with xxx Founded in 199x, and backed by yy 																																																																																																																																																
Business Segment Overview	The Company offers following three business segments: <ul style="list-style-type: none"> xx xx xx 																																																																																																																																																
Products and Solutions	The Company has a wide variety of offerings including: <ul style="list-style-type: none"> a b d 																																																																																																																																																
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<ul style="list-style-type: none"> Existing Library of Content <ul style="list-style-type: none"> xx Customer File <ul style="list-style-type: none"> >500K active customers; xx Industry Tailwinds <ul style="list-style-type: none"> Global subscription spending on OTT and SVOD increased 77% between 2014 and 2016, and is projected to reach \$20 bn in 2019 Entertainment and media broadly represents a multi-trillion-dollar industry globally Home entertainment alone - DVDs, rentals, OTT, VOD - accounts for \$50+ bn market worldwide Global e-Learning market valued at \$165 bn, and \$27 bn in the U.S. Several Growth Opportunities <ul style="list-style-type: none"> Grow signature collection with expanded distribution partnerships and opportunity to extend to other established consumer platforms in the U.S. Enter China's evolving education and consumer markets with multiple pilot programs in the market to assess viability of potential new partnerships Opportunity to enter the corporate and enterprise learning market and to disrupt the higher education market 																																																																																																																																																	
Risks																																																																																																																																																	
<ul style="list-style-type: none"> Localization: While the company plans to enter into new geographies, the company needs to take into consideration the localization of content in those countries <ul style="list-style-type: none"> if they enter into a highly language sensitive country like China market, the company will need to translate the entire content into local language i.e. Chinese Increasing Partnerships: While the Company aims to get involved into more partnerships, it needs to consider the revenue sharing economics and lack of customer information as opposed to DTC model New Geographies: Entering into new countries, the company needs to increase marketing and advertising expense due to limited international brand awareness 																																																																																																																																																	

Request and Guidelines Provided

- Summarize the Confidential Information Memorandum (CIM) and additional materials shared by the investor, investment banker, and target company in 5-7 pages

Methodology and Final Deliverable

- Involved examining, understanding, and documenting all the materials shared by the investor, investment banker, and target company, with the investment team
- The summarized document was a 5-page brief, including details on the company, company management, products, services, solutions, industry, growth opportunities, business model, revenue model, investment considerations, and risks
- The 5-page report was used to build a template for more efficiently analysing future investment opportunities

Summarized the CIM and additional materials to help make the business easier to understand and have a go-to document