



## Queen's Private Capital Group (QPCG) Overview

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## Introduction to Queen's Private Capital Group

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# Queen's Private Capital Group Overview

Canada's premier student-run financial advisory organization



## Our Mission

Our team of well-educated students aim to provide pro-bono value add services to private equity (PE) and venture capital (VC) clients



This mission has been successfully fulfilled over the past five years by QPCG completing over 33 pro-bono projects for private capital firms

## Our Strategy

**Educate**

Interested students with necessary knowledge and experience

**Evaluate**

The needs of the client and layout where QPCG will add value

**Execute**

Professional level work quality for a strong client experience

## Our Services

1

### Market Research

Conduct extensive deep dives into the industry in which portfolio companies and potential investments operate

2

### Valuation

Provide valuation services to evaluate potential investments and expansion alternatives

3

### Advisory

Support clients by identifying and pitching potential investment opportunities

## Current Partners & Our Work

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# QPCG Clients

QPCG has a broad range of clients in the private capital industry



## Current Projects (2021 – 2022)

### ALTAS

#### Altas Partners

Altas Partners is one of Canada's leading PE firms, managing ~CA\$10B in assets. The firm employs a long-term investment horizon and targets investments between CA\$400M – CA\$1B across Services, Specialized Industrials, Healthcare and Niche Sector Leaders

### CPP Investments

#### CPP Investments

CPP Investments is Canada's largest pension fund with investments across public and private equities, credit, real estate, and infrastructure among other areas. QPCG works with their private equity division which manages over CA\$100B in assets, completing projects for teams in Toronto and SF

### OMERS Ventures

#### OMERS Ventures

OMERS is one of the largest pension funds in Canada with investments across capital markets, private equity, ventures, growth equity, infrastructure and real estate. QPCG works with their ventures division which manages CA\$1.5B in assets

### PELTON CAPITAL MANAGEMENT

#### Peloton

Peloton Capital Management is a PE firm with long-term investment orientation. PCM is currently funded with support from Stephen Smith and numerous leading Canadian financial institutions, family offices and high net worth individuals

### Round13

#### Round 13 Capital

Round 13 Capital is a leading Canadian venture capital and growth capital firm founded by a former dragon on CBC's Dragon's Den. Round13 currently manages ~CA\$325M in assets

## Select Past Projects (2015 – 2021)

### CLAIRVEST

#### Clairvest

Clairvest Group is one of the largest private equity firms in Canada with CA\$2.5B in assets under management. Founded in 1987, Clairvest manages its own capital by co-investing alongside institutional investors in owner-led businesses.

### dream

#### Dream

Dream is one of Canada's leading real estate companies, with over CA\$13 billion in assets across North America and Europe. Founded in 1994, Dream is responsible for some of Canada's most transformative projects

### iNOVIA CAPITAL

#### iNovia Capital

iNovia Capital is a venture capital firm manages over US\$1.5B across early and growth-stage funds. iNovia has stakes in numerous technology companies globally

### KLASS

#### Klass Capital

Klass Capital acquires and provides growth capital to mission-critical enterprise software businesses. Klass targets CA\$10M to CA\$100M equity investments in high growth SAAS businesses

### PCP

#### Persistence Capital Partners

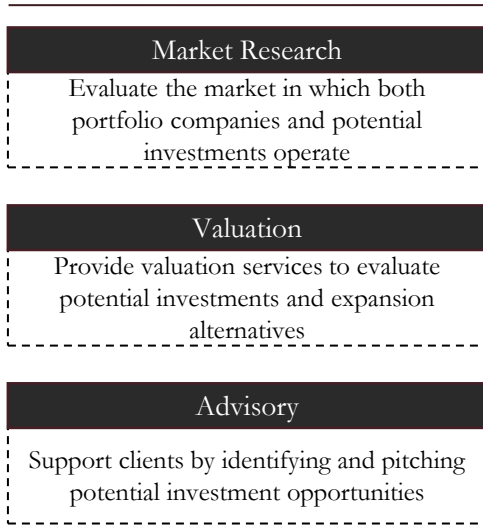
Founded in 2008, Persistence Capital Partners is Canada's only private equity fund exclusively focused on high-growth opportunities in the healthcare sector.

# Our Work

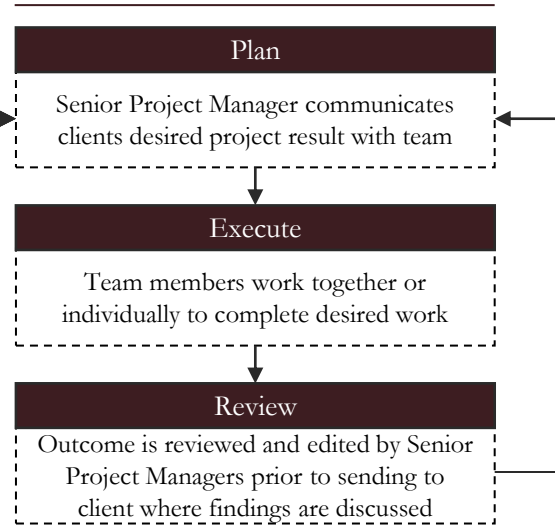
Intensive training program allows for high-quality execution



## What We Do



## Execution Strategy

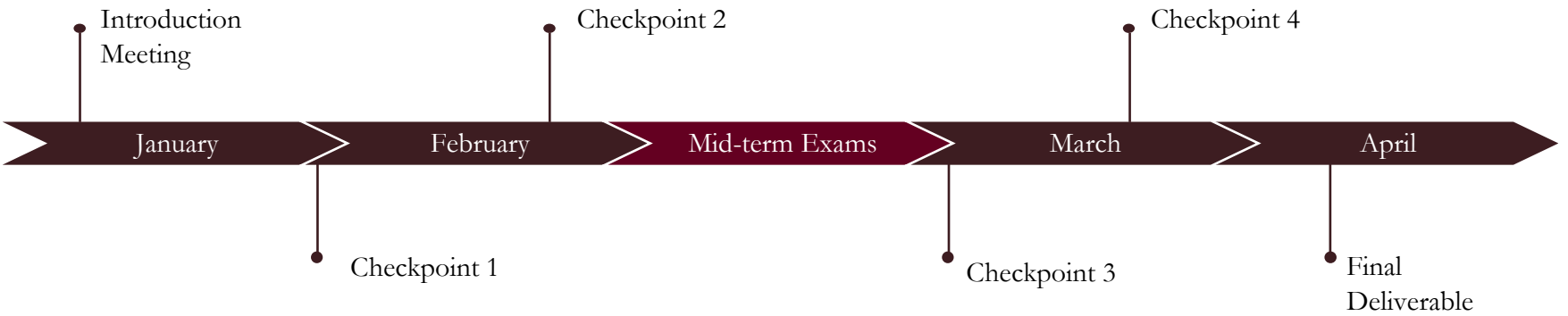


## Outcome

**EXPLORA PARTNERS**  
acquired  
**BasicGov**  
for  
*Undisclosed Value*

The Queen's Private Capital Group worked closely with Explora Partners on the deal

## Typical Project Timeline



### Mandate

- Peloton Capital Management (“Peloton” or “PCM”) expressed interest in the fertility industry
- Queen’s Private Capital Group (“QPCG”) offered a team of six students to execute a deep dive on the industry ultimately resulting in a thesis outlining the overall attractiveness of the industry

### Working Group List

Position	Experience
Two Senior Project Managers (“SPM”)	4 <sup>th</sup> year students with professional experience in investment banking or consulting
Two Project Managers (“PM”)	3 <sup>rd</sup> year students with internship experience in private equity, banking, accounting, venture capital, tech, etc.
Two Analysts	2 <sup>nd</sup> year students who have completed QPCG’s summer education program

### Execution Strategy

- QPCG iterated their findings several times with the associates on Peloton’s team deciding on the following areas to focus on:
  1. **Industry Overview**
    - A preliminary look at fertility needs and methods of treatment
  2. **Market Segmentation**
    - Identifying sub-sectors within the market
  3. **Market Sizing**
    - Procedure and clinic metrics over time as well as revenue breakdown
  4. **Regulatory Environment**
    - Insurance coverage analysis across Canada and the U.S.
  5. **Market Trends**
    - Analyzing industry merits and risks to determine attractiveness
  6. **Geographic Competitor Analysis**
    - Breakdown of clinic locations and major players across the U.S.
  7. **Target List**
    - List of potential acquisition targets with statistics on each target
  8. **Public Comparables Analysis**
    - Multiples analysis to understand public market appetite
  9. **Precedent Transaction Analysis**
    - Summary of platform investments and tuck-in acquisitions in North America and globally

### Outcome

#### QPCG Presentation of Findings to PCM

QPCG presented their findings on the fertility industry to members of the Peloton team on December 5<sup>th</sup>, 2019 outlining their theses and determining its overall attractiveness



Leveraging QPCG’s preliminary research on the industry, Peloton dedicated internal resources to continue evaluating the space and potential investment opportunities



#### The Fertility Partners Investment

On August 4<sup>th</sup>, 2020 Peloton Capital Management announced that it had made a significant investment in The Fertility Partners (“TFP”), Canada’s largest network of fertility clinics



## Team Overview

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# Incoming Leadership Team

A breadth of experience in various professional fields



## Overview



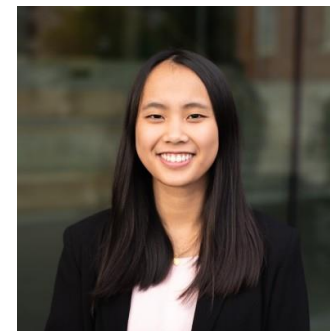
**Andrew Horner**  
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Investment Engineering, Westport



**Karl Buhler**  
Managing Director | Internal

Boston Consulting Group  
Management Consulting, Calgary



**Martina Zou**  
Managing Director | Education

Moelis & Company  
Investment Banking, San Francisco



# Placements

Our Alumni Pursue Opportunities with Leading Firms



## Where Our Alumni Work

### Class of 2019

Private Equity	Corporate Strategy	Investment Banking	Growth Equity	Investment Banking	Private Equity	Corporate Strategy	Private Equity	Growth Equity	Investment Banking	Consulting	Consulting	Investment Banking

### Class of 2020

Investment Banking	Investment Banking	Investment Banking	Investment Banking	Private Equity	Investment Banking	Investment Banking	Private Equity	Corporate Strategy	Investment Banking	Investment Banking	Private Equity	Investment Banking

### Class of 2021

Investment Banking	Investment Banking	Investment Banking	Investment Banking	Investment Banking	Investment Banking	Investment Banking	Investment Banking	Strategic Finance	Consulting	Investment Banking

### Class of 2022

Investment Banking	Consulting	Investment Banking	Investment Banking	Investment Banking	Law School	Private Equity	Investment Banking	Growth Equity	Investment Banking	Merchant Banking	Investment Banking	Private Equity

### Class of 2023\*

Investment Banking	Private Equity	Private Equity	Investment Banking	Investment Engineering	Consulting	Investment Banking	Investment Banking	Private Equity	Merchant Banking	Private Equity	Consulting	Investment Banking

### Class of 2024\*

Investment Banking	Investment Banking	Investment Banking	Private Credit	Investment Banking	Investment Banking	Consulting	Investment Banking	Consulting	Private Equity	Investment Banking	Merchant Banking

The job experience acquired during our members summer placements translates to professional level work quality on QPCG projects

\* Summer of 2022/23 internship placements

## Why Queen's Private Capital Group

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# Why Queen's Private Capital Group

## A Three-fold Opportunity



### The QPCG Advantage

#### Projects Complete

37

Across a variety of different industries including technology, healthcare, industrials, retail, home services, ESG and more

#### Deals Closed

2

Worked directly with Peloton Capital Management & Explora Partners to search for and execute a transaction

#### Recruiting Success

54% of current Senior Project Managers have or will work in investment banking

46% of current Senior Project Managers have or will be work in consulting, corporate finance, credit or private equity



#### 1. Fresh Perspective

Our team is comprised of high-caliber students with experience at top firms across North America, who are keen on applying their skills beyond financial theories taught within the classroom

#### 2. Cost Savings

Significant cost savings from hiring full-time professional advisory, research services, or consultants without sacrificing quality

#### 3. Recruiting

Projects create an ideal setting for corporate partners to interact with aspiring young leaders who are interested in perusing future careers the industry

Our advisory team is comprised of top students who have demonstrated a passion for our work and tangible experience with valuation, analysis, and relationship management. Through our rigorous education programs, each project team is well-equipped to cater to the need of your firm



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