

## EtA Pop-up University – 14th September, 2023

Time	Session	Searcher Stream Luke Taylor	Operator Stream Nick Bamford	Investor/Advisor Stream Lui Pangiarella	Duration
7:45am	Registration Open	Networking Breakfast & Barista Coffee Cart Opens			60 mins
9:00am	Session 1	The Myth of the Idea Unlocking the Potential of Search Speaker: Newton Campos	Taking the helm: Practical and leadership tips for your first year in the job Speaker: Jason Andrew	(Part A): Perspectives of a Global Investor Video recording of Jan Simon with Q&A asked and discussed by the panel Monte Davis Jose Moreno Ak Sabbagh	75 mins
10:15am	Morning Break	Networking Opportunity			30 mins
10:45am	Session 2	How to Run a Successful Search and strategies for maximising efficiency Speaker: Luke Taylor	Setting sail: Establishing a firm base for profitable scaling/sailing Speaker: James Frank	(Part B): Perspectives of a Global Investor Video recording of Jan Simon with questions asked and discussed by the panel: Monte Davis Jose Moreno, Ak Sabbagh	75 mins
12:00pm	Lunch	Networking Opportunity			45 mins
12:45pm	Session 3	<b>Plenary: Showing Up with Dean Carey All Streams</b>			60 mins
1:45pm	Session 4	Practical advice on making offers and structuring deals Speakers: Michael Chew, Pete Seligman	Charting the course: Strategies for SMEs – keeping it simple Speaker: Nick Bamford	Deal Terms – Traditional & Self-Funded – the similarities and differences Panel: Jamie Restas Nima Sedaghat Johnson Wang	75 mins
3:00pm	Afternoon Break	Networking Opportunity			30 mins
3:30pm	Session 5	Getting to Yes: Navigating the post-deal, pre-completion mountain Michael Kurland, Derek Roth-Biester, Doug Cook	Weathering the storm: Tales from the poop deck when things got rough Panel session + Q&A: Nick Bamford Monte Davis John Williamson Alex Simmons	Characteristics of a good business for a Searcher Panel: Newton Campos Jake Nicholson Pete Seligman	60 mins
4:30pm	Forum Close	Graduation and Networking Drinks			120 mins

Time	Session	Session Title	Speaker	Duration
7:45am	Registration Open	Networking Opportunity Networking Breakfast & Barista Coffee Cart Opens		60 mins
8:45am	Session 1	Welcome to 2023 EtA Forum: Opening Address	Pete Seligman	15 mins
9:00am	Session 2	Keynote Presentation: The impact of Australian demographics on the SME market	Hari Hara Priya Kannan	45 mins
9:45am	Session 3	Search Market Update & Panel Discussion	Jake Nicholson & Noriko Shimazu	45 mins
10:30am	Morning Break	Networking Opportunity		30 mins
11:00am	Session 4	The Business Owners' Perspective on Selling / Succession	James Frank, Andrew Zorzit, Matt Hall, Ray Lehrer	45 mins
11:45am	Session 5	How to Get Returns From Technology: Increasing Your Valuation And Chance of Success	Scott Middleton	45 mins
12:30pm	Lunch	Networking Opportunity		60 mins
1:30pm	Session 6	The Power of Storytelling in Business   "Hero's Journey" Documentary	Mick Mooney Paige Kohalmi	45 mins
2:15pm	Session 7	Deep into the Operating Phase: Insights beyond the Search & Acquisition	Jack Lancaster	45 mins
3:00pm	Afternoon Break	Networking Opportunity		30 mins
3:30pm	Session 8	The march of search across the globe	Newton Campos	45 mins
4:15pm	Session 9	EtA Forum Summary & Wrap Up	Pete Seligman	15 mins
4:30pm	Networking Drinks	EtA Forum Networking Drinks and Canapes		
9:00pm	Close	EtA Forum Close		

## Stream Leads

### Luke Taylor, Searcher Stream



Luke began his career with a 12-year stint in the Royal NZ Navy as navigator and ship captain, before changing tack to become an executive, working predominantly leading large organisations through periods of significant growth and transformation both in New Zealand and Australia.

Following 2 years as the Director of Strategy at Wellington-based design thinking consultancy, Launchsight, Luke founded and raised Acheron Capital: NZ's first traditional Search Fund. Luke holds a Master's degree in Strategy and is a current doctoral candidate at the University of Otago School of Business, where he is researching entrepreneurial finance.

### Nick Bamford, Operator Stream



Nick is Managing Director of SRO Technology, a mining services and technology company head-quartered in Brisbane with a growing national platform. As well as being an experienced operator, Nick is also an investor in three Australian Search Funds.

He holds a Master's Degree in Engineering from The University of Oxford and an MBA from The University of Queensland. In the past he has been a business owner and engineer in oil and gas, a consultant in a global strategy firm, and a cowboy in the Northern Territory. In his spare time Nick runs ultramarathons well and plays guitar poorly. He is married to the excellent Emma, they have one dog together.

### Lui Pangiarella, Investor Stream



Lui is a Managing Director and Co-Founder of WayFinder. Lui has had significant involvement in corporate development activity (mergers, acquisitions and divestments) in a range of industries covering transport and logistics, retail, chemical manufacturing, professional services, marine and civil engineering, laboratory services, subscription-based technology services, and for-purpose organisations.

He has spent more than 15 years working with business owners and executives to grow the sustainability and value of both themselves and their businesses. He is an experienced executive and business coach, Non-Executive Director and a member of the Institute of Chartered Accountant and a graduate of the Australian Institute of Company Directors. Lui co-founded Second Squared three years ago to develop the ecosystem and accelerate the development of the Searcher Community in Australia. He has mentored and provided advice to many of the existing Searchers throughout their searches and acquisitions.

## University Day Speakers



### Alex Simmons

Alexander Simmons is Managing Director of Inerva Software, which provides ERP software to the Australian aged care industry. Alex acquired Inerva in November 2021, after raising Australia's first traditional search fund in 2019.

Prior to searching, Alex was a management consultant in Sydney and PE investor at Bestport Capital in London. He holds an MBA from INSEAD and BA from Oxford University.



### Ak Sabbagh

Ak is Director and Coach at Beckon Business, Co-Founder of Second Squared and Managing Director and Co-Founder of WayFinder Capital Managers. Ak works extensively with entrepreneurs and business owners in the Mid-Market Enterprise (MME) sector across Australia. For over 20 years his work has primarily focused on sustainable business growth, alignment of commercial strategy with partnership/shareholder aspirations, structuring for growth (including setting up of boards and governance processes), acquisitions, and succession (MBO, outright sale, etc).

Ak co-founded Second Squared in 2018 to develop the ecosystem and accelerate the development of the Searcher Community in Australia. He mentors and advises many of the existing and imminent Searchers throughout their searches and acquisitions.



### Dean Carey

Dean Carey is the Founder, Director, and Dean of Theatre of Actors Centre Australia (ACA), which he launched in Sydney in 1987. ACA's Patron is Hugh Jackman. The creative culture Dean built and steered across more than three decades at ACA, underpins his teaching, coaching, mentoring, and writing, and forms the cornerstone of ACA's values and vision.

Dean is also the director of Dean Carey Creative.

Dean has been working professionally since 1977 and now lives and works outside of Sydney in the Southern Highlands, Australia, where he continues to write, create curriculum, coach online and share his skills, creative commitment and engagement with the community.

## Derek Roth-Biester



Derek is a Partner in Anderson Lloyd's corporate and commercial team based in New Zealand. He advises a range of domestic and international clients on corporate transactions, primarily involving cross-border private equity and venture capital. He has particular expertise, gained over two decades in London, Hong Kong, the Cayman Islands and Bermuda, in the formation of investment funds, including PE/VC, hedge funds and more exotic asset classes. Derek was lead counsel on the formation of New Zealand's first search fund and advises founders on all aspects of their EtA journey. He is Secretary and former Treasurer of the Hong Kong New Zealand Business Association and a member of the New Zealand Private Equity and Venture Capital Association.

## Douglas Cook



Doug is a private investor who actively works with both search funds and independent sponsors seeking to acquire small to medium businesses, having made his first search investment in 2019. He has invested in several search funds in Australia / NZ, and aims to provide active support and input in line with the needs of each searcher.

Doug currently holds 4 investments in operating businesses successfully acquired and now led by searchers in Australia, New Zealand & Singapore. He is a former Finance Director & General Manager with experience in FMCG, private equity, M&A / integration and Quick Service Restaurants in Asia Pacific.

## James Frank



James Frank is a corporate lawyer and advisor with a passion for helping founders and their businesses develop, grow, protect, and realize their potential. He has a unique perspective, often seeing cubes where others see squares.

James Frank holds the position of Chief Executive Partner at Frank Law + Advisory, where he oversees the firm's growth and development, with a particular focus on expanding the @Work Service Model and the Advisory Team.

In addition to his role at Frank Law + Advisory, James Frank is the founder of Brolly Capital, which aims to provide growth capital and buyout solutions to SME founders. Brolly Capital's current investments span technology, professional services, e-commerce, and hospitality ventures.

## Jamie Restas



Jamie is the State head of the firm's Corporate and Commercial Group and is one of South Australia's leading corporate lawyers. He has close to 30 years' experience in advising major listed and private corporations in connection with all aspects of corporate and commercial activities.

Jamie's expertise includes mergers and acquisitions (public company takeovers and schemes, private treaty acquisitions and joint venture investments), capital raisings and private equity/venture capital.

In addition, Jamie regularly provides Corporations Act and ASX Listing Rule advice including in relation to related party transactions, corporate governance, directors' duties, share capital reconstructions and continuous disclosure.

## Jan Simon



Jan is an Investor and Scholar who has invested in private and public markets, advised and raised public capital across multiple industries in Europe and North America. For over a decade he worked for Goldman Sachs, Merrill Lynch and Salomon Brothers. He delivers courses at IESE and Haas-Berkeley. Jan is Managing Partner at Vonzeo Capital, a fund that invests in search funds and their follow-up acquisitions, a Visiting Professor at IESE and a Lecturer at Berkeley-Haas. He is the Associate Academic Director of IESE's Search Fund Center.

His expertise is in the areas of search funds, investment strategies and mergers & acquisitions. He has managed money in equities, fixed income and advised hedge funds in a variety of strategies.

Jan holds a LLB, LLM and MBA and has a PhD in Finance. He is holder of the ICD.D, the designation issued by the Institution of Corporate Directors for board members.

## Jason Andrew



Jason is a chartered accountant and founder of the Arbor Group - a holdco of financial services business ranging from accounting and tax services, funds management and corporate advisory.

His personal mission and passion is to improve the financial literacy of entrepreneurs and executives and change the current worldview of the accounting profession.

## John Williamson



John's business experience and interest lies at the intersection of operational discipline, investment and entrepreneurship. John started his Allied and Corporate Health business in 2008 and sold an 80% stake in 2021 to a larger company. John retains an equity stake in both businesses still post a trade sale in 2022.

With a Bachelor's Degree in Physiotherapy, a Masters in Ergonomics and an MBA, (University of Queensland), John has also completed Executive Education courses at MIT – Disciplined Entrepreneurship Start-Up and Columbia Business School – Mergers and Acquisitions and plans for future courses at some of the world's leading universities.

## Johnson Wang



Johnson is a co-founder of Riverlane Capital, where he looks to invest in and acquire SMEs in Australasia. He is also co-Managing Director of the Australian Paramedical College, the leading vocational college in emergency healthcare.

Previously, Johnson worked in private equity at Oaktree Capital Management, and management consulting at McKinsey & Company. As an entrepreneur he co-founded CHOPCHOP, a foodtech startup, and was a product manager at Thanx, a Sequoia-backed loyalty and analytics startup.

Johnson holds an MBA from Harvard Business School, and a BEng and BComm from The University of Melbourne.

## Jose Moreno



José Moreno is a Co-Founder and Managing Partner at AIJ Global. With over 6.5 years of leadership, he has overseen AIJ's participation in more than 100 Search Fund ventures and serves as a board member for companies in Brazil, Spain, and the United States. José's expertise spans across financial planning, special situations, fundraising, and IPO processes, having previously worked as a Business & Finance Consultant. He's also contributed to technology start-ups in Germany and Spain as a Product Manager and began his career as an ICT Business Analyst at British American Tobacco (BAT) in Amsterdam, focusing on the redesign and optimisation of business systems.

Outside of his professional achievements, José's passions include modern art, sailing, HIIT, and wine. He currently resides between Barcelona, Spain, and Dubai, UAE. This multi-faceted background, combined with his hands-on leadership approach, makes José a sought-after expert in his field.

## Michael Chew



Michael Chew runs Flywheel Effect, a Search company he established in early 2021 after he stumbled upon the HBR guide to buying a small business.

Before Search, he spent over 20 years as an entrepreneur and operator, working with companies like Deloitte, IBM and ANZ, providing technology advisory and delivering business and digital transformation.

Michael founded a financial services company in the SME space, which he ran as the CEO for six years.

## Michael Kurland



Michael has over 20 years' experience across debt and lending markets both in Australia and abroad. Prior to co-founding Arrowpoint in June 2021, Michael spent 14 years (2000-2013) at Investec Bank (Johannesburg and London), primarily focusing on structured debt solutions.

Soon after immigrating to Australia in 2014, Michael joined Wingate Group, Melbourne (2014-2021) with his most recent role as a Director of Wingate Corporate Investments. Michael is a Chartered Accountant and CFA Charterholder.

## Monte Davis



Monte Davis is a serial-entrepreneur, investor and seasoned Chief Executive with over 30 years experience operating in North America, Europe, Asia and Oceania. Mr. Davis has held leadership positions in companies ranging from newly-launched startups to Fortune 100 multinationals.

He, through a Venture Capital Fund he managed and as a Business Angel, invested in a large range of technology and IT services businesses of varying stages. Mr. Davis also counts on extensive M&A and post-merger-integration experience having completed over a dozen acquisitions over the last 20 years.

## Nima Sedagat



Nima is a co-founder of WayFinder Capital, a specialist fund manager investing in Search Funds and Searcher-led Transactions.

For over 15 years Nima has worked closely with entrepreneurs, business owners and executives, Australian and foreign investors, on restructures, mergers, acquisitions and investment transactions.

He has been appointed to senior roles in various leading professional service organisations and is currently a partner of Australian law firm HWL Ebsworth specialising in transaction taxes and structuring."



## EtA Forum Speakers

### Hari Hara Priya Kannan – Keynote Speaker



Hari Hara Priya Kannan is Chief Data Scientist with The Demographics Group based in Melbourne. She holds degrees in software engineering and data science from leading universities in Bangalore and Melbourne. Hari specialises in Australian demographic data.

She produces insights on consumer, workforce and social trends that are shaping Australia today and into the future. Hari writes a monthly column for The Australian newspaper on business demographics.

### Andrew Zorzit



Andrew Zorzit, a former Australian sporting representative, found a natural progression towards pursuing success in business. Equipped with a Sports Science degree, Andrew's inaugural venture in 1995 materialized as a small gym situated in Seven Hills, Sydney. Over the span of twelve years and the creation of seven gyms, Andrew encountered a significant financial challenge that required careful consideration. Through this business setback, numerous invaluable lessons were learned, accompanied by the acquisition of versatile skills.

In the capacity of sole director and shareholder, Andrew remains deeply committed to the organization's overarching mission of cultivating enduring relationships with all stakeholders.

### Jack Lancaster



Jack Lancaster is a highly experienced healthcare leader with a broad background across the sector globally. He is currently CEO Evolution Surgical, an Australian MedTech manufacturer and distributor anatomically focused on the spine. He is passionate about the role private sector organisations can play in improving outcomes and value for Australian patients.

Evolution Surgical uniquely works across the full device value chain in Australia of design, manufacture, regulate, and distribute; and is very closely involved with the Australian clinical, academic, and manufacturing sectors to enable this success.

Jack led a consortium of investors to acquire the assets of Evolution Surgical via his investment organisation Rosetree Capital in 2020. Since then the group have made three more investments in Australian MedTech as well as significant organic growth to bring together the best sovereign IP and people in the field.

## Jake Nicholson



Jake is Managing Director of SMEVentures, a platform for search fund entrepreneurs in Asia Pacific. He and the SMEVentures team have had the pleasure of working with Rob Gaunt to complete Australia's first-ever search fund acquisition (ACE Training) and subsequently the acquisition of MultiSkills Training.

Heavily involved in search funds since 2011, Jake was a searcher himself before helping build and run Search Fund Accelerator, the world's first accelerator of search funds. He teaches entrepreneurship through acquisition at INSEAD, from which he obtained his MBA and where he currently serves as Entrepreneur in Residence.

Jake also manages a blog about search funds at [smeventures.com](https://www.smeventures.com) as well as The Search Fund Podcast.

## Matthew Hall



Matt Hall is the proprietor of a pressure vessel inspection company - Gas Equipment Solutions - based in Sydney's North West. He purchased the business from the founder in May (4 th ) 2021. Matt's strengths include building cohesive teams that deliver on time line commitments, honest and meaningful communication with clients, and leading with integrity and care. Matt believes in actively encouraging accountability and honest communication with staff that looks for solutions to problems rather than blame.

After spending 15 years in the Petro-Chemical space, Matt looked for an opportunity to venture out on his own and has found a niche in the LPG tank inspection space. Future plans include expanding into new opportunities with existing clients, additional clients within the LPG industry, and expansion into new energy sources. Matt's qualifications include a Master of Management from MGSM, and he is an AICIP qualified inspector.

## Mick Mooney



Mick is an author, speaker, and creative director at Scale Up Media, a B2B production company that specialises on story-driven and authentic thought leadership video content.

Through Scale Up Media, Mick helps senior leaders leverage their personal brands on LinkedIn in a way that empowers them to support the overall corporate strategy.

He has published 8 books with his most recent book titled, "Trust Me, I'm Human: Why storytelling works at work."

## Noriko Shimazu



Noriko Shimazu started her career at Boston Consulting Group (BCG) in Tokyo. After years of experience planning strategies for large multinationals, she was seconded by BCG to Toyota's Corporate Planning Department. During her MBA years at Stanford Graduate School of Business, Shimazu learned about the search-fund model and brought the concept to Japan in 2017.

A year later, she founded Japan Search Fund Accelerator (JaSFA) and became its CEO. Together with the Yamaguchi Financial Group, JaSFA launched the Japan's first fund of search funds in 2019. JaSFA then teamed up with the Nomura Group in 2021 on a second fund called Japan Search Fund Platform which. Through Shimazu's leadership, the company has successfully invested in more than a dozen searchers.

## Newton Campos



Prof. Dr. Newton M. Campos, a global researcher and entrepreneur, commenced his journey in the bustling world of business as a software developer back in the 1980s, in Brazil. A true polymath, he has explored every facet of technology development and small business creation on all Earth's habitable continents.

Driven by a mission to improve modern Capitalism, Newton facilitates the vital link between family-run businesses seeking successors and Search Fund Entrepreneurs poised to shepherd these enterprises into a sustainable 21st-century future. As an acclaimed author, Newton's portfolio includes publications and courses devoted to the discipline of Entrepreneurship through Acquisition.

## Paige Kohalmont



Paige is an experienced small-business operator, with a passion for growing business and building great teams. She has over a decade in operations management and an MBA from Macquarie University.

Paige launched her traditional search fund Greenstorm Capital in January 2022 and in April 2023 acquired the import & distribution business, Austral Herbs

## Pete Seligman



In late 2012, after a 15 year career spanning engineering, investment banking and general management, Pete Seligman co-founded Alpin Group to acquire, operate and grow small businesses in Australia. He acquired his first business in June 2013 and over the next 4 years acquired four more. Pete acted as CEO for three of those businesses, for periods ranging from 6 months to three years, after which he managed his own succession and remained on the Boards of each as a Non-Executive Director.

This owner/operator experience gave Pete that mix of autonomy/accountability he was seeking, opening his eyes to the world of small business and the global EtA/Search community. He's now leveraging his own Search and Owner/Operator experience to back other aspiring entrepreneurs as a Search Investor, playing his part in supporting the critical global transition of small business ownership from baby-boomers to the next generation of entrepreneurs.

## Scott Middleton



Scott is the founder and CEO of Terem, a tech product development firm. Scott led Terem's growth from a \$0 to over \$10m in annual revenue, featuring twice on the AFR Fast 100.

Scott has been involved in the launch and growth of over 61 tech products, including Terem's joint ventures with market leaders like IAG. Scott's insights on product management, venture building and software development have been viewed globally over 150,000 times.

Scott's passion for the business of technology started at age 14 when he developed and sold a mobile game that was distributed globally.

Scott holds a Bachelor of Commerce from the University of Sydney.

## Ray Leher



Ray is the Managing Director of Advance Design Group, the parent company of Uniformity.



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