

Once in a lifetime:

Creating chemistry – how to form the perfect partnership

Finding the right partner for growth can be a challenge. It is important from the outset that you approach your partnership as a relationship, and not simply a transaction. Ensure you are focused on the long term outcome for all stakeholders, and seek alignment. For businesses thinking about starting this ‘Once in a lifetime’ journey – here are some PwC insights on forming a sound partnership with a private equity investor.

Strike a match

Make sure that the PE fund has the right set of skills and experience that you need.



Establish mutual respect

Make sure your potential partner understands your business and understands the value you deliver.



Point in the same direction

Be clear on your long term goals and objectives, and ensure you are aligned from the outset.



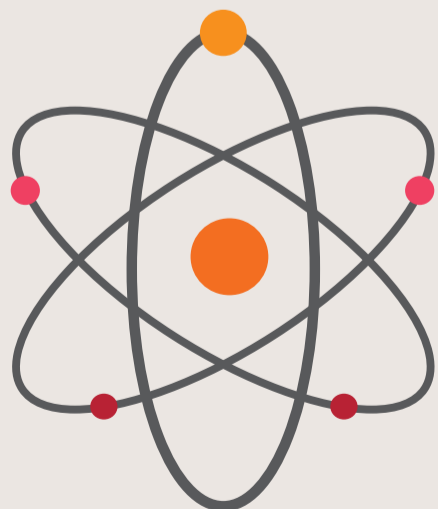
Mix elements well

Ensure your respective management teams are suited to working together.



Create a catalyst

Leverage the networks, expertise and contacts that the PE fund can bring into your business.



Manage your reaction

Embrace sophistication and focus; be receptive to new approaches that will help you grow and develop your business.

