



# Your M&A Playbook

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# Today's Topics

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- Modern challenges
- Finance and legal tips for M&A and fundraising rounds
- Best practices for maintaining culture during these business transactions
- Q&A





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# The current outlook for business transactions

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- **Current market trends**
- **Concerns with data privacy**
- **Economic uncertainty**
- **Minimizing risk**



# Navigating your transaction (a fundraise or M&A)

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- **Build playbooks and strategic plans**
- **Get the legal team involved early & often**
- **Integrate with key stakeholders in the organization**
- **Use technology to your advantage**
- **Consider how the deal will impact each team differently**



# Emerging technologies and roles

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- **Meet with people who have done it before**
- **Keep your contracts in a centralized repository & find the info you need**
- **Prepare your business and contracts**
- **Efficiently draft relevant event documents, including tender offers and term sheets**
- **Build a process for centralizing agreements**
  - Evaluate the types of agreements you have



# Leading your organization

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- **Consider a “people-first” approach**
- **Prioritize effective communication & transparency**
- **Listen to those involved and strategize together**



Thank you!

Questions?