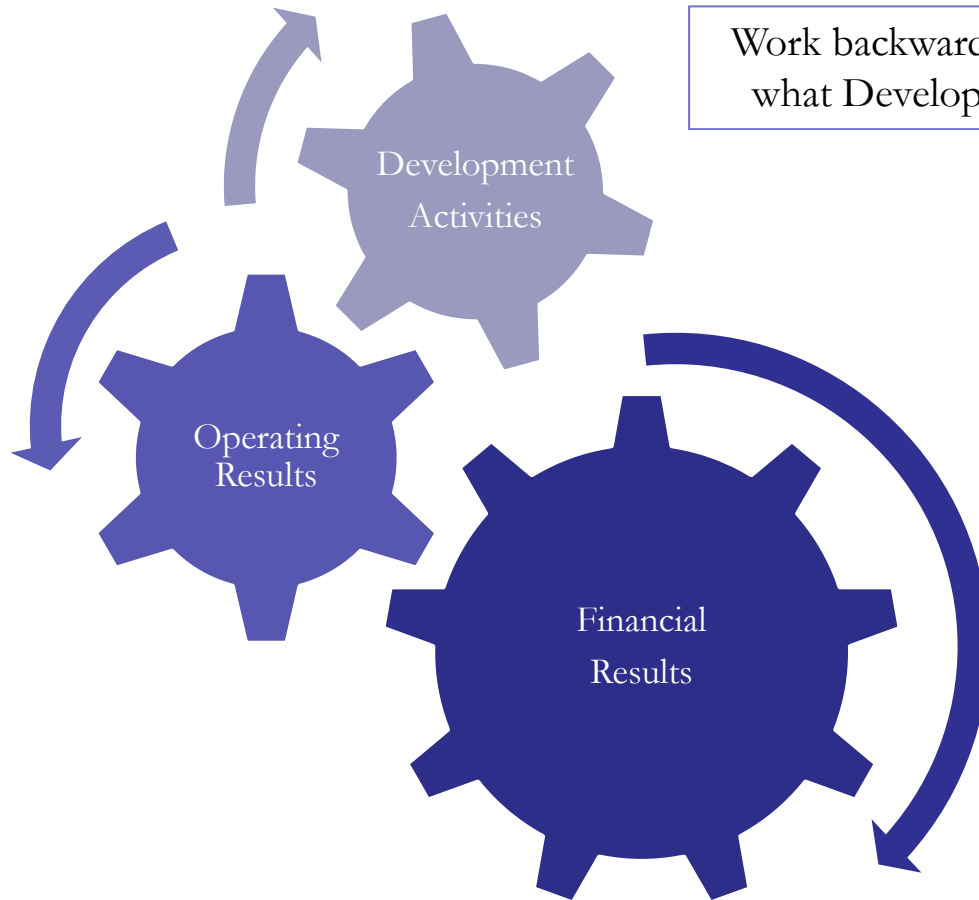


OMD Business Development Strategy

Business Development Activities drive Operating Results which impact Financial Results



Work backwards from the desired Financial Goal to quantify what Development Activities will be needed to reach goal.

For Illustrative Purposes

- Financial results goal of \$100 mm in invested capital
- Average Deal Size of \$10mm creates operational goal of closing 10 deals
- Funds historically closes 2% of deals reviewed. Operational goal of 500 deals need to be sourced annually.
- Fund receives an average of 5 deals per source . . . How much development activity will build 100 relationships?

Filter to Develop Actionable and Appropriate Deal Flow

