Know Before You Go - From DoG Street to Wall Street (D2W) Conference
Learn more about D2W: https://boehlycenter.mason.wm.edu/events/from-dog-st-to-wall-st/

DRESS CODE
- Business professional
- Men: Business suit and tie
- Women: Professional dress, skirt, or slacks
- It’s important to look your best, even in a virtual format!

ELEVATOR PITCH
- Attend Finance Academy’s D2W Prep Event to create elevator pitch
- Keep pitch to under one minute, preferably shorter
- Practice ahead of time so that your speech is fluid
- Determine which panelists you hope to connect with
- Ask a question during panel Q&A time
- Write down contact information as offered
- Follow up with email or LinkedIn connection

PRIVATE VS. PUBLIC EQUITY
- Private: Capital invested in private companies that are not obligated to publish financial information
- Public: Capital invested in public companies that are required to disclose financial information

GENERAL INFORMATION
- Thursday, September 30 – Friday, October 1
- Show up at least 15 minutes early each day
- Bring your laptop for a networking session on Friday

ACCOUNTING
- Asset: Resources with economic benefit
  - Hard asset: Cash, property, machinery
  - Soft asset: Software, brand recognition
- Liability: Resources that a company owes

Preparation
- Know your panel schedule
- Read panelist bios ahead of time
- Complete a LinkedIn search of panelists
- Prepare panel and panelist-specific questions

PRIVATE EQUITY
- LBO: Leveraged Buy-Out, an acquisition financed primarily through debt

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INVESTMENT BANKING
- Deal: A business proposal or investment pitch, typically equity/debt raising or M&A
- Deal flow: The rate at which business proposals and investment pitches are received
- Product Group: Describes a group in investment banking that specializes in a service (Leveraged Finance, M&A)
- Coverage Group: Describes a group in investment banking that specializes in a specific sector (Healthcare, Retail)

ALTERNATIVE ASSETS
- Venture Capital: Risky investments in startups to fund growth and achieve outsized returns
- Private Equity: Capital from an investor to gain ownership in a private company

PUBLIC SECTOR
- Dodd-Frank Act: Legislation that was created as a response to the 2008 Great Financial Crisis that increased regulation of financial institutions

CORPORATE FINANCE
- Capital Structure: The balance between debt and equity that a firm uses to finance its operations, often measured by its Debt/Equity ratio

QUANTITATIVE FINANCE
- Risk Management: The use of mathematical or technological models to evaluate the risk of a market, operational structure, or security

CONSULTING
- Public: Type of consulting for clients that are primarily local, regional, and national governments or government agencies
- Private: Type of consulting for commercial clients

ASSET & WEALTH MANAGEMENT
- Hedge Fund: Fund that can invest in securities and also “short,” or predict that a security will decrease in value
- Mutual Fund: Company that pools money from investors in order to invest in securities
- High net worth individual, a traditional client for wealth managers
- Accredited Investor: An individual or institution that is authorized to invest in securities not necessarily registered with the SEC and has an annual income greater than $200,000
- Private Equity
- LBO: Leveraged Buy-Out, an acquisition financed primarily through debt