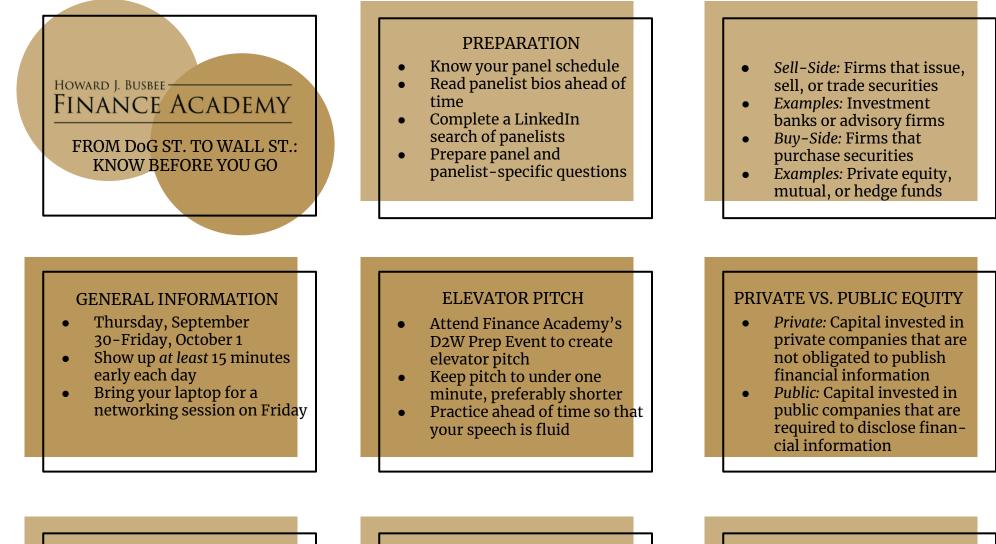
Know Before You Go - From DoG Street to Wall Street (D2W) Conference Learn more about D2W: https://boehlycenter.mason.wm.edu/events/from-dog-st-to-wall-st/



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!

NETWORKING

- 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

ACCOUNTING

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

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

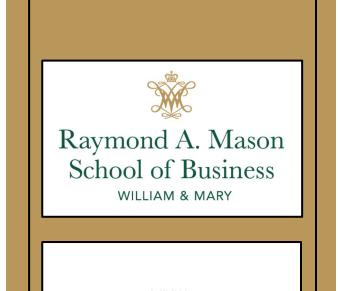
 Venture Capital: Risky investments in startups to fund growth and achieve outsized returns
 Private Equity: Capital from an investor to gain ownership in a private company

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



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 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
- *HNWI:* 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



FOR EXCELLENCE IN FINANCE



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