

PEVC news



Honoring late investment pioneer Ned Heizer '51, the Heizer Center takes a multidisciplinary approach to creating value

Widely credited as a venture capital and private equity trailblazer, Edgar "Ned" Heizer, Jr. '51 created companies of enduring value over a career spanning decades. The Heizer Center for Private Equity and Venture Capital supports an abundance of research, experiential learning and educational opportunities, including guest speakers, seminars and conferences, as well as efforts to reconnect Kellogg and

alumni in the PEVC field.

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Alumni interview: Tod Francis '83, Managing Director and Founder at Shasta Ventures

Tod Francis, '83, sat down for a wide-ranging interview with several Kellogg students to discuss how his operating experience has benefitted him in venture capital, the roadmap he and his partners developed when founding Shasta, and his current view on consumer technology investing.

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Where will lightning strike next?

Kellogg PEVC Conference keynote speakers, Kevin Efrusy of Accel Partners and John "Jay" W. Jordon II of The Jordan Company, consider the next big investment opportunities. "The only way to do well is to see the pattern," Efrusy told attendees. "Lightning does strike in our business; understanding where it is likely to strike is key."

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Narrowing investment focus helps private equity investors generate returns in emerging markets

Private equity panelists from Cloudleap Partners, Horizon Capital, and Equity International discussed the challenges and opportunities in investing in emerging market economies.

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Creating value now

In the midst of a post-meltdown economy, Kellogg alumni are cultivating growth opportunities for private equity firms. "Private equity today has changed. You have to operate businesses; you have to make them better; you have to have a long-term view in value creation," says Scott D. Evans '99, managing partner with Guardian Capital Partners. "You can't flip a business as easily as you did in the past."

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A new class of Kellogg students learn the basics of the private equity industry

Enthusiasm for the half-day annual Kellogg PEVC bootcamp was high, with approximately 150 students filling both the primary presentation room and a second room where a

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[Heizer Center sponsors PEVC students to lead first PEVC alumni social event in New York City](#)

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[Private equity firms host Kellogg students on New York Buyout Trek](#)

simulcast of the event was provided. A diverse set of firms was represented, including Technology Crossover Ventures, Canaan Partners, Huntsman Gay Global Partners, Adams Street Partners, RRE Ventures, Golden Gate Capital, Brockway Moran & Partners, Galen Partners, Prophet Equity, American Securities, Shasta Ventures, Austin Ventures, Webster Capital, Tenaya Capital, Hunter Equity Capital, Capri Capital Partners, Burke America, Lightbank, and Excel Ventures.

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