



# Transeo Members Meeting

**29 & 30<sup>th</sup> September 2022**  
**Munich**



**WELCOME**



# Welcome speech

**Jean-Pierre DI BARTOLOMEO**

Chairman

Transeo



# Introduction by Transeo Secretariat General team

Marie DEPELSSEMAKER  
Hugo BOVESSE



# AGENDA - Thursday

- 13h30-14h00 Welcome coffee Transeo Members
- 14h00-15h15 Transeo Peer Sharing meeting
- 15h15-15h30 Coffee break
- 15h30-16h30 Transeo Deal Club
- 15h30-16h30 Transeo academic meeting
- 16h30-16h45 Close rooms
- 16h45 Departure – Shuttle Oktoberfest
- 17h00-18h00 Shuttle Oktoberfest
- 18h00-22h30 Oktoberfest evening
- 22h00 End

# AGENDA – Friday

- 9h30-10h00 Welcome coffee
- 10h00-12h00 Transeo Academy session
- 12h-13h Closing drink
- 13h End



# PEER SHARING



# Peer sharing *Introduction*

**Gilles LE COCQUEN**

Board Member

Transeo

- New approach to exchange good practices & experiences
- Based on Bpifrance methodology
- Opportunity to share a specific challenge you are facing, with the community of peers





# Peer sharing

## All you need to know!



### WHY

THE EXCHANGE OF GOOD PRACTICES & EXPERIENCES BETWEEN PEERS IS PART OF TRANSEO'S DNA.  
**LEARNING FROM PEERS** MAKES IT POSSIBLE TO DEVELOP ONE'S EXPERTISE AS BUSINESS TRANSFER EXPERT BUT ALSO TO **IMPROVE THE ECOSYSTEM**



### FOR WHO?

FOR TRANSEO **MEMBERS** ONLY

- PROFESSIONALS
- INSTITUTIONAL EXPERTS
- ACADEMIA

# Peer sharing



## HOW

A TRANSEO MEMBER **SUBMITS A CHALLENGE**, A PROBLEM TO SOLVE, TO THE COMMUNITY OF PEERS : THEY CAN HELP BY ASKING QUESTIONS, PROVIDING IDEAS, EXISTING GOOD PRACTICES, SOLUTIONS, OWN EXPERIENCES, ... THAT WILL CONTRIBUTE TO TAKE UP THE CHALLENGE AFTER A WHILE, THE TRANSEO MEMBER WILL SHARE WITH THE COMMUNITY THE ACHIEVEMENTS & IMPACT OF THE SOLUTIONS IMPLEMENTED



## WHAT'S IN IT FOR ME

OPPORTUNITY TO **SHARE** A SPECIFIC PROBLEM WITH A COMMUNITY OF EXPERTS FROM ALL AROUND THE WORLD FROM DIFFERENT **BACKGROUNDS & CULTURES** IN A PRIVILEGED ATMOSPHERE BASED ON TRANSEO'S VALUES : **MUTUAL RESPECT, OPEN-MINDEDNESS, TRUST & COMMITMENT** + WHERE NEEDED, AN EXTERNAL EXPERT CAN BE ASSOCIATED AS WELL



## WHICH AREAS - TOPICS?

### ALL BUSINESS TRANSFER RELATED TOPICS

- POLICYMAKING
- ECOSYSTEM - FRAMEWORK - AWARENESS-RAISING, SUPPORT, ...
- MARKETPLACES
- SOFT & HARD SKILLS (EMOTIONS, VALUATION, ...)
- SPECIFIC BUSINESS CASE
- ALL KINDS OF TRANSFERS (SUCCESSION, MBI, MBO, STRATEGIC, ...)



## WHEN

DURING TRANSEO MEMBERS MEETINGS

COMING NEXT :

**29 SEPTEMBER 2022, MUNICH**

**MORE INFO?** [MARIE.DEPELSSEMAKER@TRANSEO-ASSOCIATION.EU](mailto:MARIE.DEPELSSEMAKER@TRANSEO-ASSOCIATION.EU)



# HOW DOES IT WORK

## Peer sharing process

Step 1) Application & definition of the challenge

Step 2) Preparation call

**Step 3) Coaching challenge session = live IMPACT sessions**

Step 4) Post meeting pack

Step 5) Contact exchange

Step 6) Follow-up call

Step 7) Present key results to the next Peer sharing Impact session (30')

# COACHING CHALLENGE SESSION

Coaching challenge session = live IMPACT sessions

- **Objective** = identify targeted and realistic solutions to most strategic business challenges in a compact and effective way.
- Benefit from the experience and expertise of:
  - Coach (Mentor) → with a specific expertise on the subject
  - Peers → Members
  - Experts → Potentially invited to the debate

# COACHING CHALLENGE SESSION

## Rollout of the meeting (1h15, 75min)

- 5' **Introduction** by the Animators – the peer sharing process & the objective of the impact session  
GILLES LE COCGUEN  
MARIE DEPELSSEMAKER – HUGO BOVESSE
- 60' **Presentation** & recommendations
  - 10' Presentation of the challenge by the Challenger + comment by mentor  
TOMO SENEKOVIC + MARK WALTHER
  - 5' The audience is invited to ask questions to clarify the challenge
  - 20' GROUP DISCUSSIONS : 5 groups  
TAKING NOTES OF IDEAS ON FLIPCHARTS  
The audience is invited to share own experience and expertise on the subject, and make recommendations to the Challenger
  - 25' FEEDBACK FROM 5 GROUPS (5MIN PER GROUP)
    - The Challenger & the Animator take note of observations and recommendations
- 10' **Review and Action plan**
  - 10' Key discoveries & lessons learned by the Challenger  
+ smart commiments  
TOMO SENEKOVIC

# CHALLENGE PRESENTATION : Introduction

- **10' Presentation of the challenge by the Challenger + comment by the Mentor**

TOMO SENEKOVIC + MARK WALTHER



**Tomo Senekovic**  
CEO  
Borza Posla  
Slovenia

**CHALLENGER**



**Mark Walther**  
CEO  
Walther  
Transactions  
Germany

**MENTOR**



# CHALLENGE PRESENTATION :

## Background

### About BORZA POSLA (Slovenia) - General information

- **Situation in Slovenia** – First generation business owners, that started their businesses in 90s' are now retiring, many do not have successors within their family or business, so selling a business is one of their few remaining options for a successful exit;
- **Product/service** – BORZA POSLA started as marketplace for Small & Mid sized businesses, it has been on the market since 2015, advisory services for sellers were added later (10-15 transactions per year, mostly Micro and Small businesses), but we are still looking for a viable business model to implement buy side services;
- **Market** - Local market for Small businesses. Local and regional for Mid sized businesses;
- **Competition** - Accountants, lawyers, some international marketplaces.
- **Ecosystem** – Chambers of commerce and crafts, small business advisors, accountants, lawyers, Slovenian business development agency SPIRIT, financial institutions;
- **Clients** - Micro, Small & Mid sized business owners & business bu
- **Staff** - Independent partners (currently 5), all professionals at the with their own practice – tax advisors, legal advisors, financial & transaction experts;

# The challenge

## How to implement "buy side advisory services » for micro & small cap target projects?

**Buy-side services/products** in M&A process for private companies:

- Small & Micro target companies (<2mio EUR value of the target, mostly strategic & operational buyers.  
Hint - buyers are usually bigger than the target);

**Business model** for buy-side services/products:

- Hourly rate (time engagement per service/product, range of acceptable rates)
- Product based (how to bundle services into product, what is the market ready to buy)
- Success fee (which services on the buy side appropriate for success, range of fees)
- Retainer (which services are included, how to define a scope of work)





# The challenge: Services/products list

**Brainstorm the ideas** for micro and small cap “buy side services/products“:

- Service/product (name the product)
- Short description of the service/product  
What problem is the service/product solving for our client?  
Which methodology to be used? What should be the output?

# The challenge : Monetisation methods

**Discuss diferent business models** (monetisation methods) for each of the service you came up with:

- Hourly rate
- Product based
- Success fee
- Retainer
- Other

# CHALLENGE PRESENTATION : Q&A

- **5' : The audience is invited to ask questions to clarify the challenge**



# CHALLENGE PRESENTATION :

## Group discussions

- **20' GROUP DISCUSSIONS : 5 groups**

**TAKING NOTES OF IDEAS ON FLIPCHARTS**

**The audience is invited to share own experience and expertise on the subject, and make recommendations to the Challenger**



# Feedback

## 25' FEEDBACK FROM 5 GROUPS (5MIN PER GROUP)

- The Challenger & the Animator take note of observations and recommendations



# Review & action plan

- 10' : Review and Action plan
  - Key discoveries & lessons learned by the Challenger  
+ smart commiments  
TOMO SENEKOVIC





# OKTOBERFEST



# Oktoberfest – Practical information

16h30 : back to hotel rooms  
16h**45**: Let's meet at the entrance of the hotel for the shuttle – BE ON TIME!





## 15h15-15h30 – Coffee break



15h30-16h30 : Transeo  
**Deal Club**

15h30-16h30 : Transeo  
**Academic Committee**





# TRANSEO DEAL CLUB





**15h30-16h30**  
**Transeo Deal Club**

# Thanks!

**Jean-Pierre DI BARTOLOMEO**

*Chairman*

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## Secretariat General

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