



# INVESTMENT BANKING 101

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BFS SPRING 2025 | April 14, 2025



Keep an eye out  
for the  
password!





# New/Returning Interns, Associates, Board Application

Due tonight 11:59pm!





# WHAT DOES IB DO?

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1. Capital Raising
2. Advisory Services
  - a. M&A
  - b. Restructuring
3. Trading and Market Making
4. Research & Analysis



# Capital Raising

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Bonds, stocks, loans, IPO - fancy jargon for how IB helps

Why this hassle?

- Companies need the money bruv
- M&A, Working Capital, purchasing fixed assets, etc

Steps: underwriting, book building, roadshows

- Analogy: selling a house



# Advisory Service

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- M&A (Mergers and Acquisitions)
- AND
- Restructure and risk management



# M&A

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Advise clients on M&A

Valuation, Deal Structuring, Due Diligence, Deal Closing, PMI



# Trade & Market Making

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Trading Client's securities

- Bank = "stockbroker"

Market Making: Quoting buy and sell prices

- Proprietary Trading



# Research & Analysis

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- Companies, Industries, trends
- Requirement: Bachelors (target school highly preferred)
- Helpful degrees and certifications: MBA and CFA
- Hours: 70 - 100 / week
- 2 - 3 years till Associate



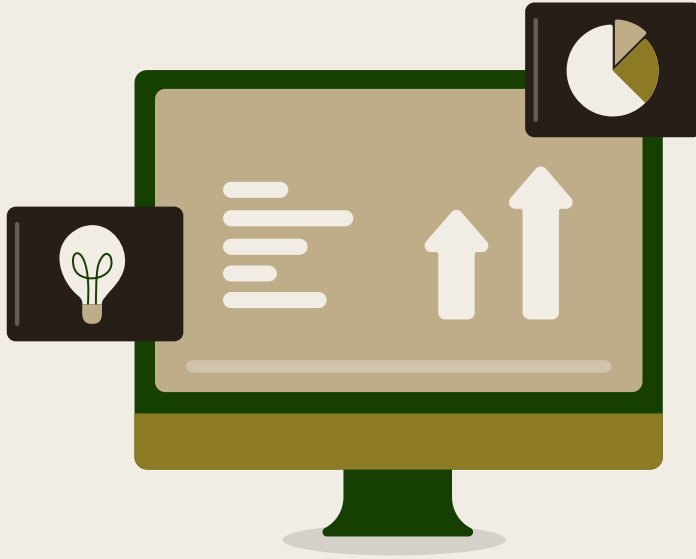


# Types of firms

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- Bulge bracket banks (Goldman Sachs, JP Morgan, BoA, etc)
- Middle Market (Jefferies, RBC, Baird)
- Boutique Firms (Evercore, Lazard, etc)





# RECRUITING CYCLE

# Recruitment starts early!



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## SOPHOMORE (SPRING TO EARLY SUMMER)

Networking begins

Diversity Programs



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## RISING JUNIOR (SUMMER TO EARLY FALL)

Applications open

First-round interviews

Superday interviews



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## JUNIOR (SUMMER)

10-week summer  
internship

Return offers



# Pros vs Cons of the Industry



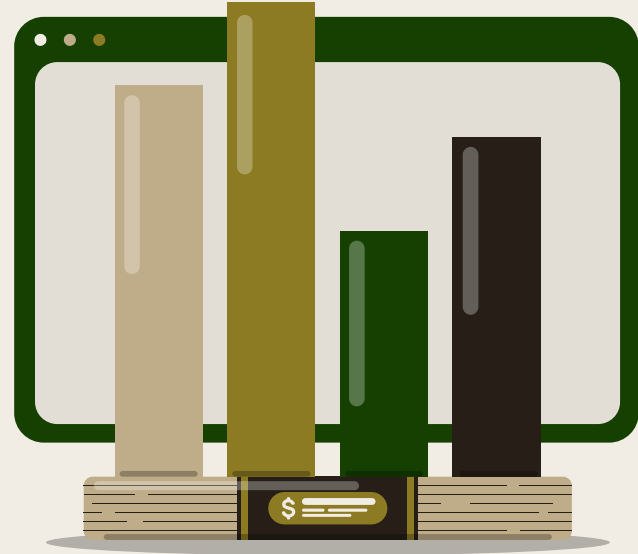
- 
- \$\$\$
  - Intellectually stimulating
  - Prestige
  - Learning
  - Direct impact
  - Exit / futures



- 
- Work/Life balance
  - Pressure/stress
  - Burnout
  - Repetition
  - Competition
  - Transactional

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# Potential Futures





# Buy Side & Sell Side



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**Buy Side**



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**Sell Side**



# Buy Side

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Buy Side: Firms that invest capital to earn returns (e.g., hedge funds, private equity).

- Private Equity
- Venture Capital
- Hedge Funds
- Pension Funds
- Mutual Funds
- Growth Equity





# Sell Side

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Sell Side: Firms that sell securities and advise on deals.

- Investment Banking
- Brokerages
- Market Makers
- Equity Research
- Banking (Corporate, Commercial)
- Sales
- Trading



# SIGN IN SHEET

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PASSWORD:



# SIGN IN SHEET

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Why investment  
banking?

Password:

**OPPORTUNITY**



# Resources





# IB 102

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**WHEN: Tuesday, 4/15,  
6:30pm**

**WHERE: Zoom!**  
(Keep an eye out on IG/Substack  
for details!)

**RSVP now!**

# Come to the front to ask questions/meet the Board!

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Investment Banking 102 tomorrow! RSVP QR code:

Dining Hall run afterwards!





End



“

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This is a quote, words full of wisdom that someone important said and can make the reader get inspired.”

—SOMEONE FAMOUS






# BACKGROUND

Mercury is the closest planet to the Sun and the smallest one in the entire Solar System. This planet's name has nothing to do with the liquid metal, since Mercury was named after the Roman messenger god. Despite being closer to the Sun than Venus, its temperatures aren't as terribly hot as that planet's. Its surface is quite similar to that of Earth's Moon, which means there are a lot of craters and plains

Speaking of craters, many of them were named after artists or authors who made significant contributions to their respective fields. Mercury takes a little more than 58 days to complete its rotation, so try to imagine how long days must be there! Since the temperatures are so extreme, albeit not as extreme as on Venus, and the solar radiation is so high, it has been deemed to be non-habitable for humans



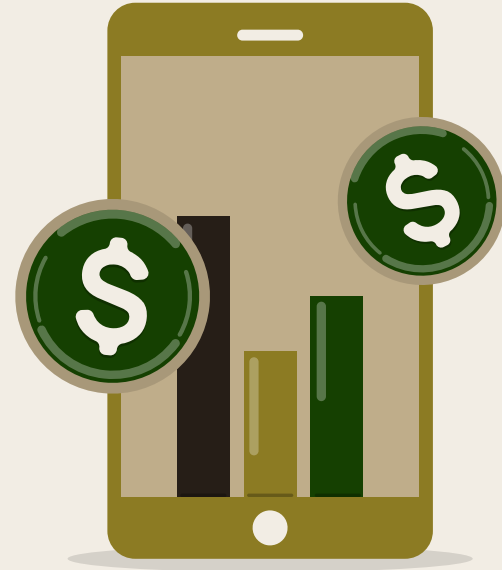


# THE SLIDE TITLE GOES HERE!

Do you know what helps you make your point clear? Lists like this one:

- ☐ They're simple
- ☐ You can organize your ideas clearly
- ☐ You'll never forget to buy milk!

And the most important thing: the audience won't miss the point of your presentation ever again



# HERE IS AN INFOGRAPHIC

## COST



### MARS

Despite being red, Mars is actually a cold place

### EARTH



Earth is the only planet known to harbor life

## BENEFIT



### JUPITER

Jupiter is the biggest planet in the Solar System

### NEPTUNE



Neptune is the eighth planet from the Sun

# DEFINE FOUR CONCEPTS



## JUPITER

Jupiter is a gas giant and the biggest planet in the Solar System



## MERCURY

It's the closest planet to the Sun and the smallest in the Solar System



## MARS

Mars is full of iron oxide dust, giving the planet its reddish cast



## VENUS

It's the second-brightest natural object in the night sky after the Moon

# OR MAYBE FIVE CONCEPTS

## JUPITER

Jupiter is a gas giant and the biggest planet in the entire Solar System

## VENUS

It's the second-brightest natural object in the night sky after the Moon

## MERCURY

It's the closest planet to the Sun and the smallest in the Solar System

## MARS

Mars is full of iron oxide dust, giving the planet its reddish cast

## EARTH

Earth is the only planet that harbors life in the entire Solar System

# REVIEW CONCEPTS IS A GOOD IDEA



## MARS

Despite being red, Mars is actually a cold place



## SATURN

Saturn is one of the many planets with rings



## VENUS

It's the second-brightest natural object in the sky



## MERCURY

Mercury is the smallest planet in the Solar System



## NEPTUNE

It's the fourth-largest planet in the Solar System



## EARTH

Earth is the only planet known to harbor life



A PICTURE IS WORTH A  
THOUSAND WORDS

# AN IMAGE REINFORCES THE CONCEPT

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Images reveal large amounts of data, so remember: use an image instead of a long text. Your audience will appreciate it






# 1,000,000

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Big numbers catch your audience's attention







# 9H 55M 23S

Jupiter's rotation period

# 333,000

The Sun's mass compared to Earth's

# 386,000 KM

Distance between Earth and the Moon

# KEY NUMBERS ARE IMPORTANT

35.3K

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## MARS

Mars is full of iron oxide dust, giving the planet its reddish cast

24.4K

---

## JUPITER

Jupiter is a gas giant and the biggest planet in the entire Solar System

13.1K

---

## VENUS

Venus has a beautiful name and is the second planet from the Sun

# HERE IS AN INFOGRAPHIC

COSTS				
CATEGORY	ITEM	QUANTITY	PRICE	TOTAL
Jupiter	Mars	3	\$175	\$525
Neptune	Sun	1	\$300	\$300
Moon	Mercury	9	\$200	\$1800
Pluto	Uranus	7	\$150	\$1050
Earth	Saturn	2	\$450	\$900
TOTAL COSTS				\$4575

# LET'S USE SOME PERCENTAGES



50%

VENUS

Venus is the second-brightest natural object in the night sky after the Moon



35%

MERCURY

Mercury is the closest planet to the Sun and the smallest in the Solar System

# DESKTOP SOFTWARE

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# CHECK OUR MOBILE WEB

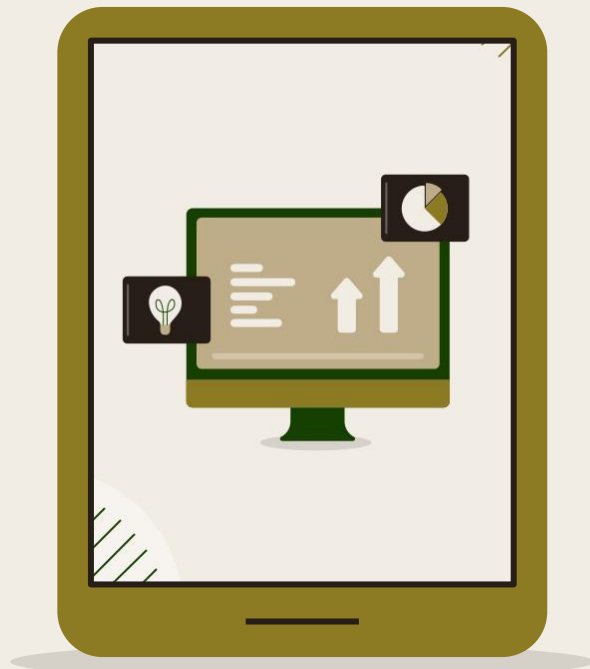
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# AND OUR TABLE APP

---

You can replace the image on the screen with your own work. Just right-click on it and select "Replace image"



# THIS IS A MAP

## EARTH

Earth is the only planet known to harbor life

## MARS

Despite being red, Mars is a cold place

## MERCURY

It's the smallest planet in the Solar System



Follow the link in the graph to modify its data and then paste the new one here. For more info, **[click here](#)**



# A TIMELINE ALWAYS WORKS WELL



It has a beautiful name and  
is the second planet from  
the Sun

Mars is full of iron oxide  
dust, giving the planet its  
reddish cast

Jupiter is a gas giant and  
the biggest planet in the  
Solar System

# HERE IS AN INFOGRAPHIC

YOU CAN WRITE **YOUR TITLE** HERE

MARS



Mars is full of iron oxide dust, giving the planet its reddish cast

JUPITER



Jupiter is a gas giant and the biggest planet in the Solar System

VENUS



It has a beautiful name and is the second planet from the Sun

MERCURY



It's the closest planet to the Sun and the smallest of them all

# TABLES REPRESENT YOUR DATA

PROS	CONS
<ul style="list-style-type: none"><li><input type="checkbox"/> Mercury the closest planet to the Sun and the smallest in the System</li><li><input type="checkbox"/> Mars is full of iron oxide dust, giving the planet its reddish cast</li><li><input type="checkbox"/> Venus has a beautiful name and is the second planet from the Sun</li><li><input type="checkbox"/> Jupiter is a gas giant and the biggest planet in the Solar System</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Earth is the only planet that harbors life in the Solar System</li><li><input type="checkbox"/> Saturn was named after the Roman god of wealth and agriculture</li><li><input type="checkbox"/> The Sun is the star at the center of the Solar System</li><li><input type="checkbox"/> Neptune is the fourth-largest planet in the Solar System</li></ul>

# YOU CAN USE THIS GRAPH

55%

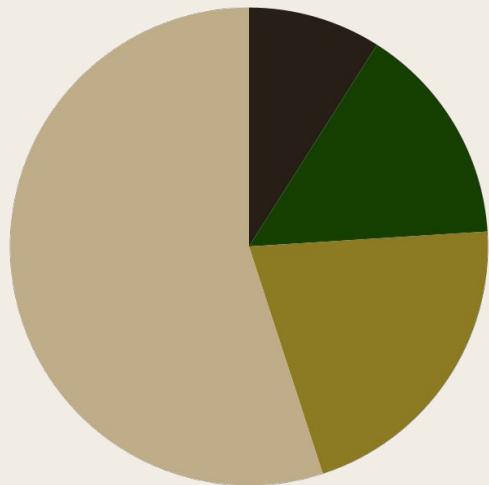
**VENUS**

Venus is the second planet from the Sun

21%

**EARTH**

Earth is the only planet known to harbor life



15%

**MERCURY**

It's the smallest in the Solar System

9%

**MARS**

Despite being red, Mars is a cold place

Follow the link in the graph to modify its data and then paste the new one here. For more info, [click here](#)

# CONCLUSIONS

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Mercury is the closest planet to the Sun and the smallest one in the Solar System. This planet's name has nothing to do with the liquid metal, since Mercury was named after the Roman messenger god

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon

# OUR TEAM



**JOHN DOE**

You can speak a bit about  
this person here



**SUSAN SMITH**

You can speak a bit about  
this person here



**TIMMY JIMMY**

You can speak a bit about  
this person here



# THANKS!

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**Do you have any questions?**

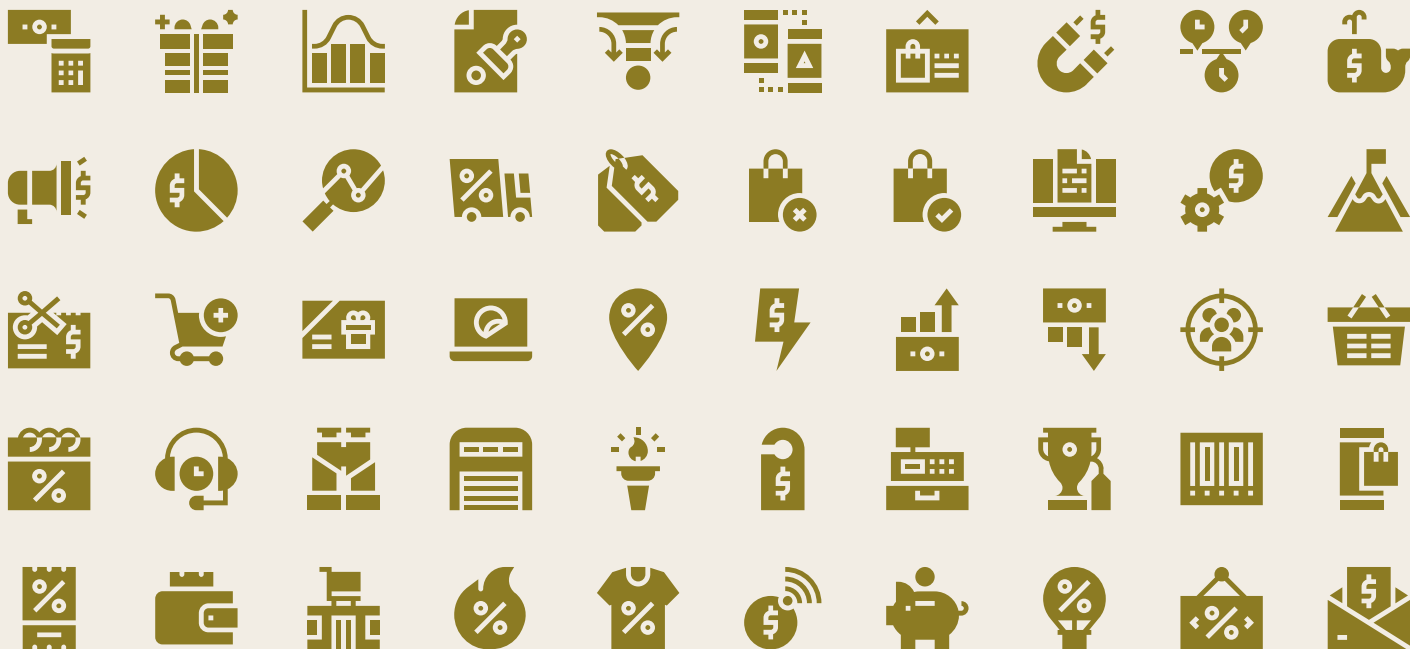
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# ICON PACK





# ALTERNATIVE RESOURCES

Here's an assortment of alternative resources whose style fits that of this template:

## VECTORS

- ☐ Different app concepts template
- ☐ Variety of money items



# RESOURCES

Did you like the resources on this template? Get them for free at our other websites:

## VECTORS

- ☐ Gradient finances advice instagram stories template
- ☐ Flat design data driven illustration
- ☐ Gradient erp illustration
- ☐ Different app concepts template
- ☐ Gradient business workshop landing page template

## PHOTOS

- ☐ People working in elegant and cozy office space

## PHOTOS

- ☐ People using digital device while in a meeting
- ☐ Portrait of entrepreneur holding laptop
- ☐ Portrait of confident senior woman posing
- ☐ Portrait of successful young businessman with his arms crossed looking at camera

## ICONS

- ☐ Icon pack: sales | filled

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# Storyset

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out **how it works**.



Pana



Amico



Bro



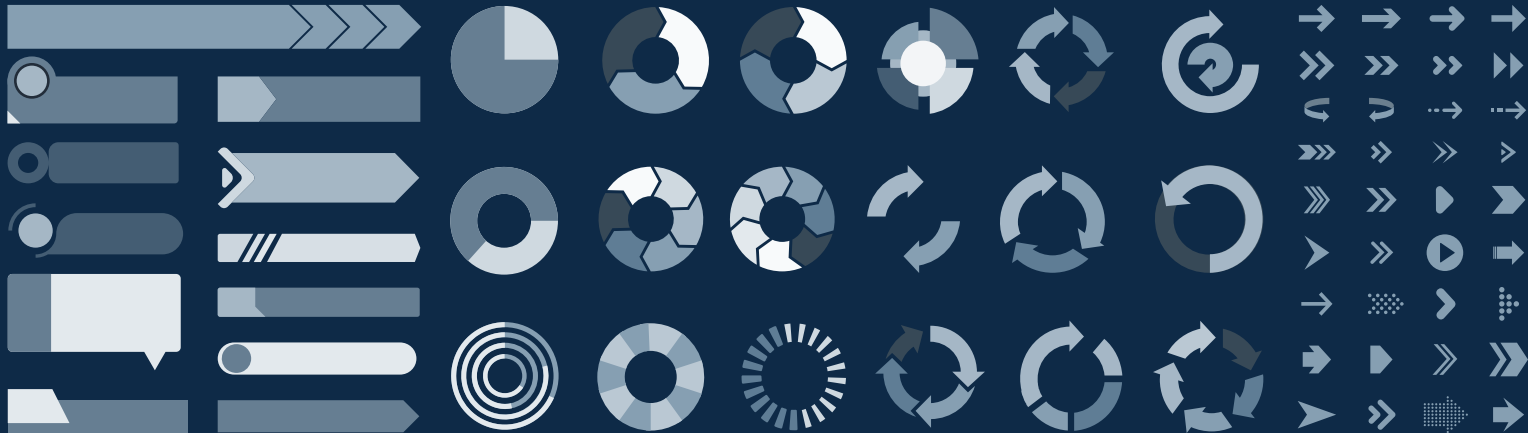
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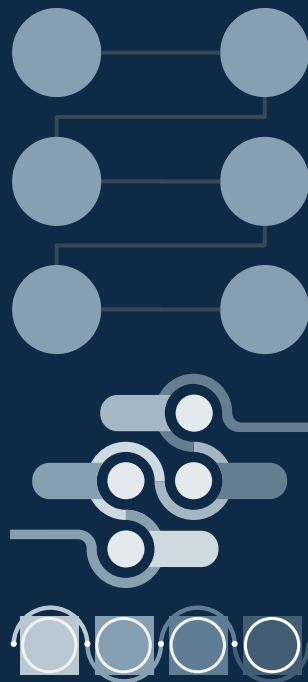
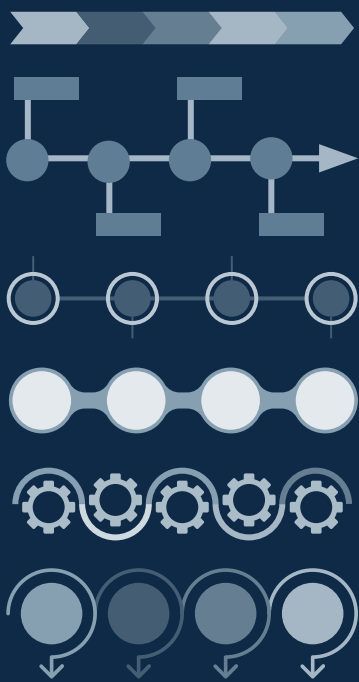
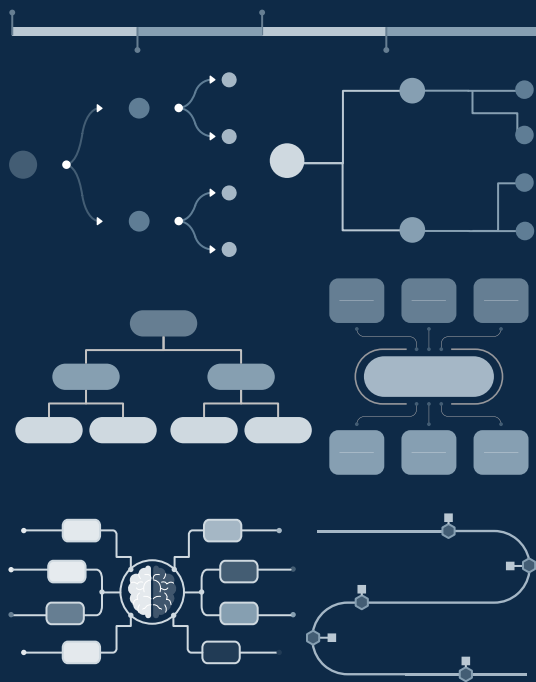
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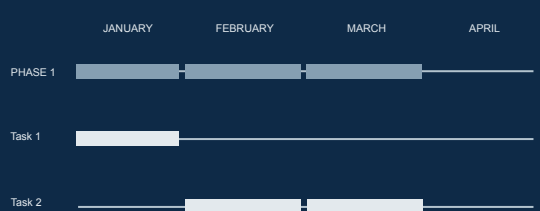
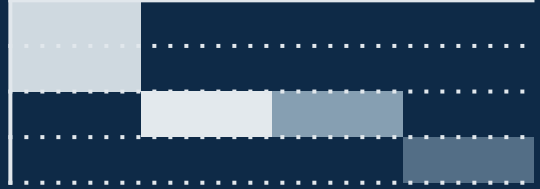
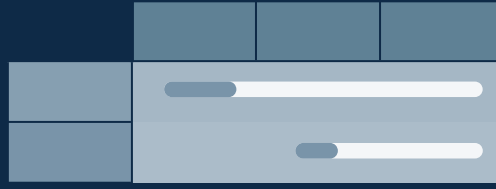
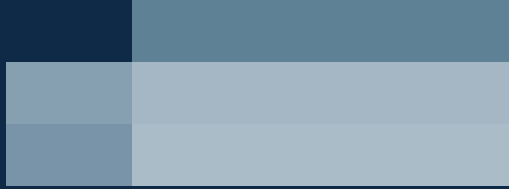
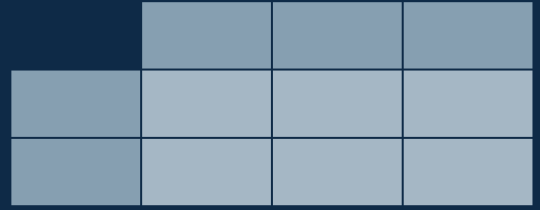
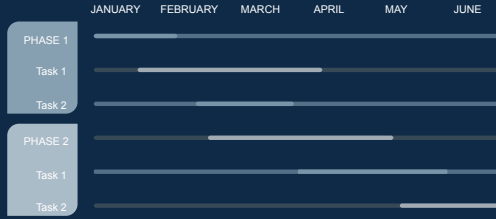
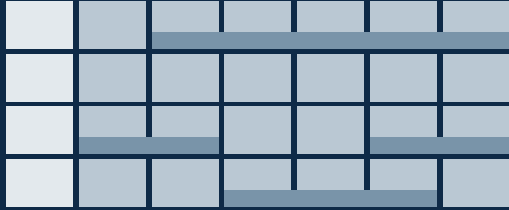
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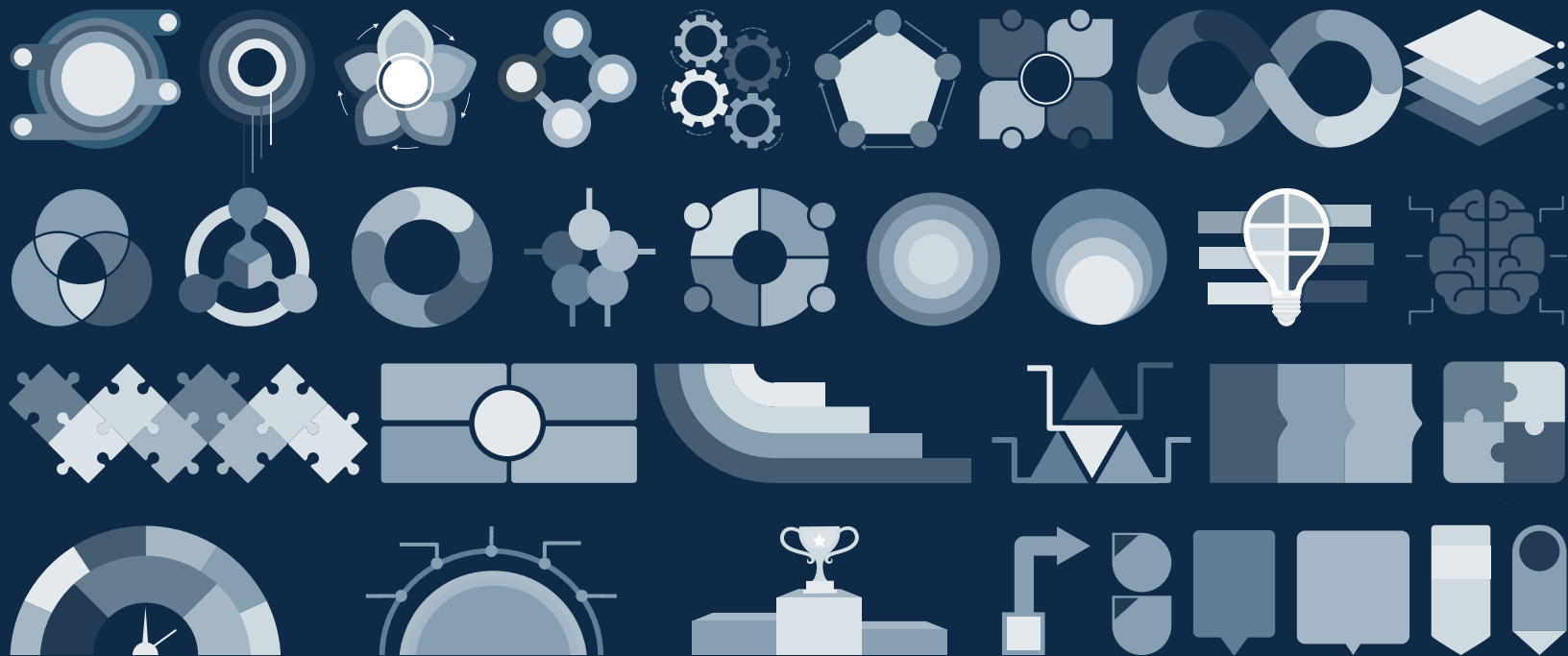


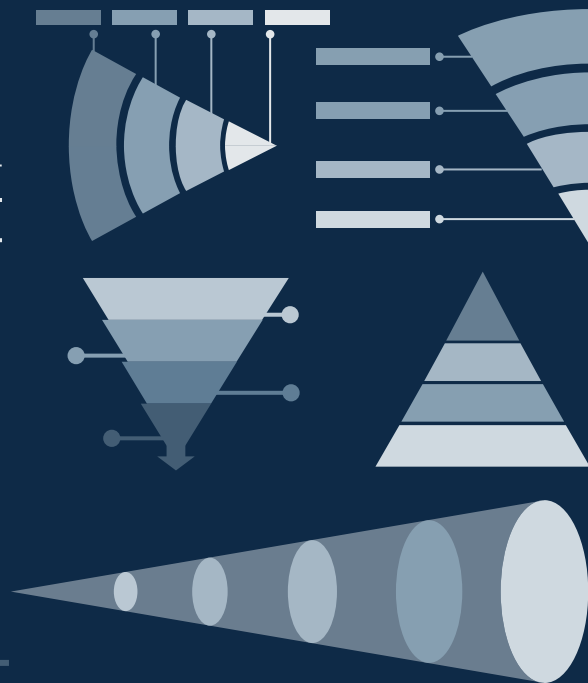
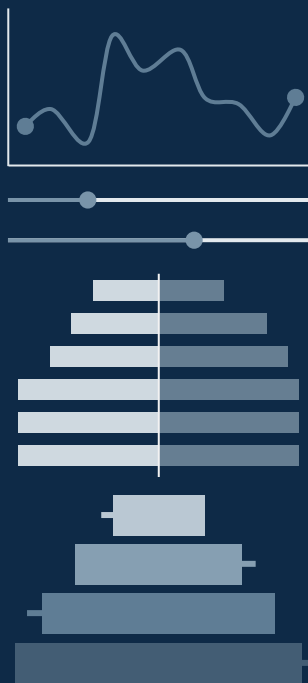
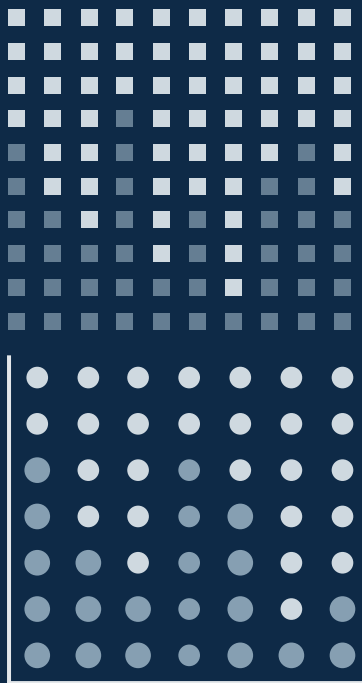












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## Educational Icons



## Medical Icons



## Business Icons



## Teamwork Icons



## Help & Support Icons



## Avatar Icons





# Creative Process Icons



# Performing Arts Icons



# Nature Icons



# SEO & Marketing Icons



