



# M&A SCIENCE

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# About M&A Science

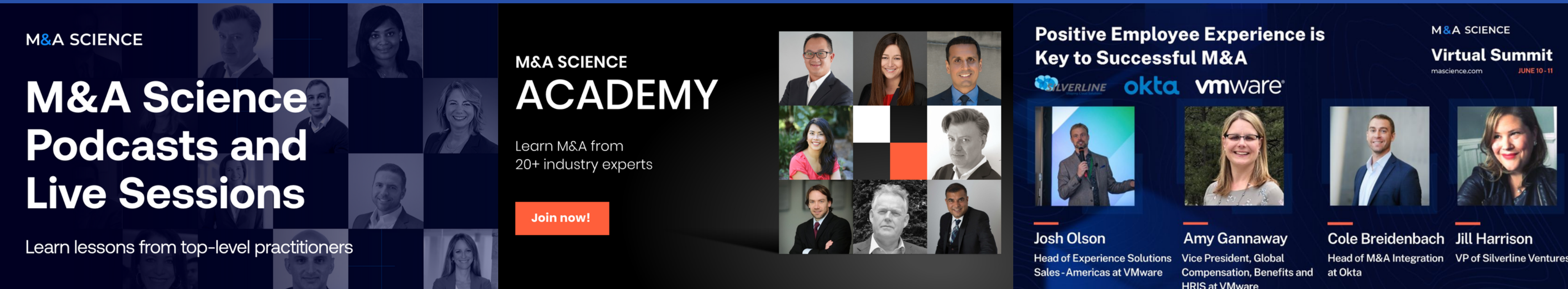
**The world's first community resource for M&A professionals.** It provides working M&A practitioners with tips, techniques, and strategies to achieve desired outcomes and better results.

M&A Science helps practitioners, project managers, and companies close more deals, integrate faster, and create frameworks to continuously innovate and evolve in the M&A world.

What started in 2013 as a research project, has transformed into a connected community of thousands of forward-thinking **corporate development, investment banking, consulting, private equity, law, and other M&A professionals.**



# M&A Science Partnership Opportunities



## Podcast

Hosted by industry insider Kison Patel, M&A Science is the **#1 M&A Podcast** in the US with **27k+ monthly downloads**.

## Academy

Membership-based community & online education academy for working M&A professionals.

## Events & Media

Invite-only industry roundtables, networking events, newsletters, custom templates and eBooks.

# The #1 M&A Podcast in the World

On the M&A Science podcast, guests share knowledge, resources, and practical takeaways learned from their M&A practice. **Listeners are corporate development, investment banking, consulting, venture capital, law, and other M&A professionals.**



## 30K+

Monthly Downloads

## 400K+

Total Downloads

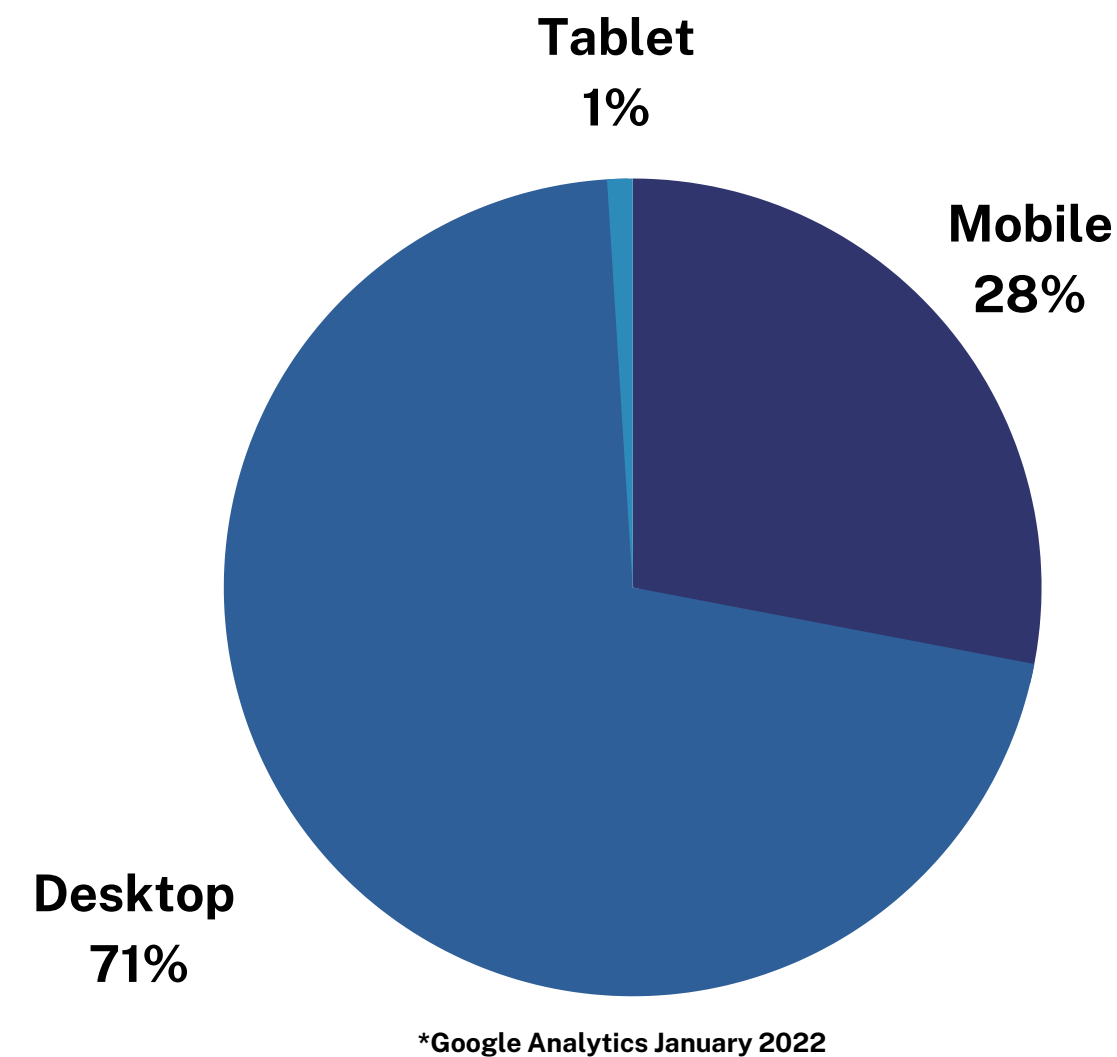
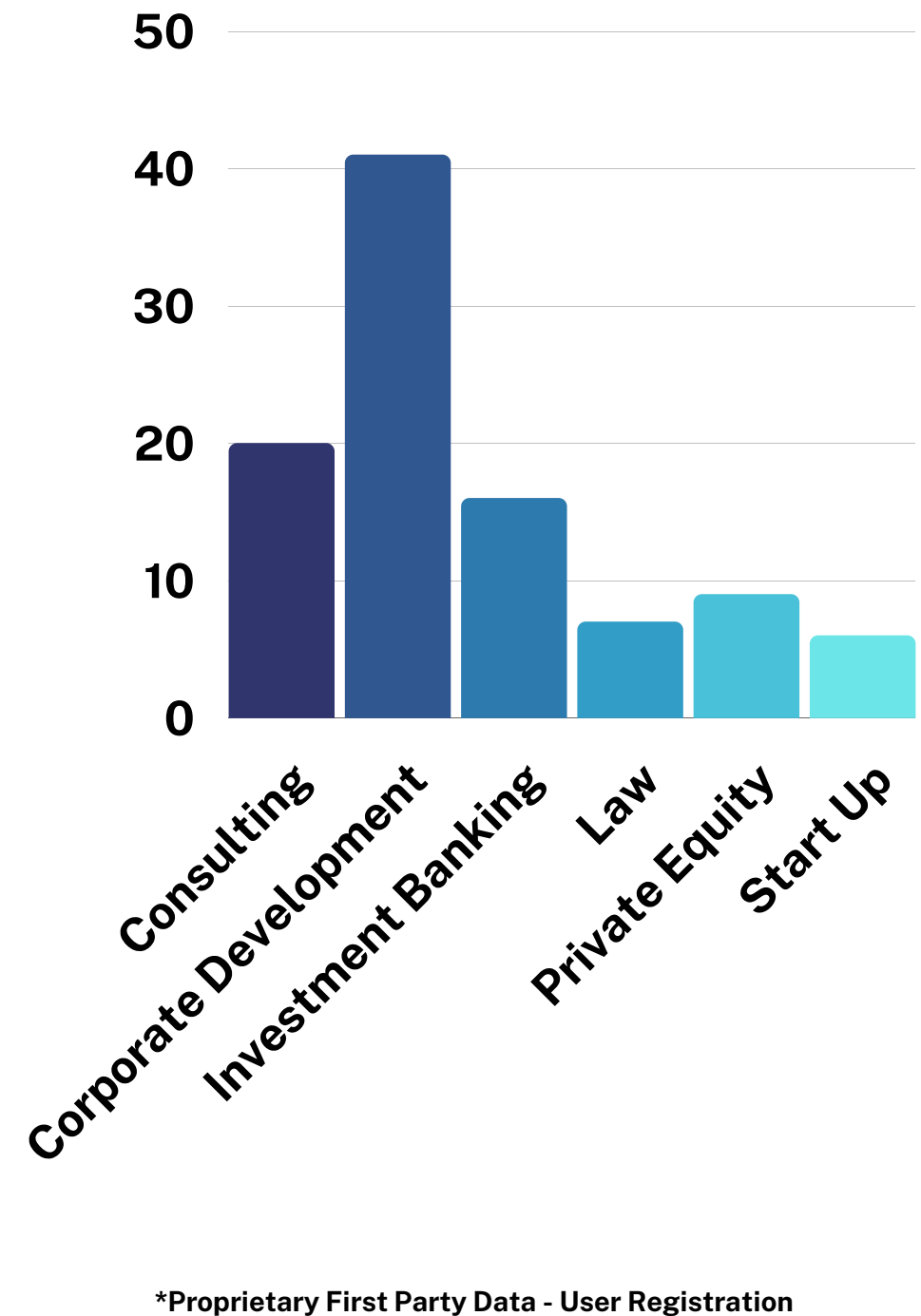
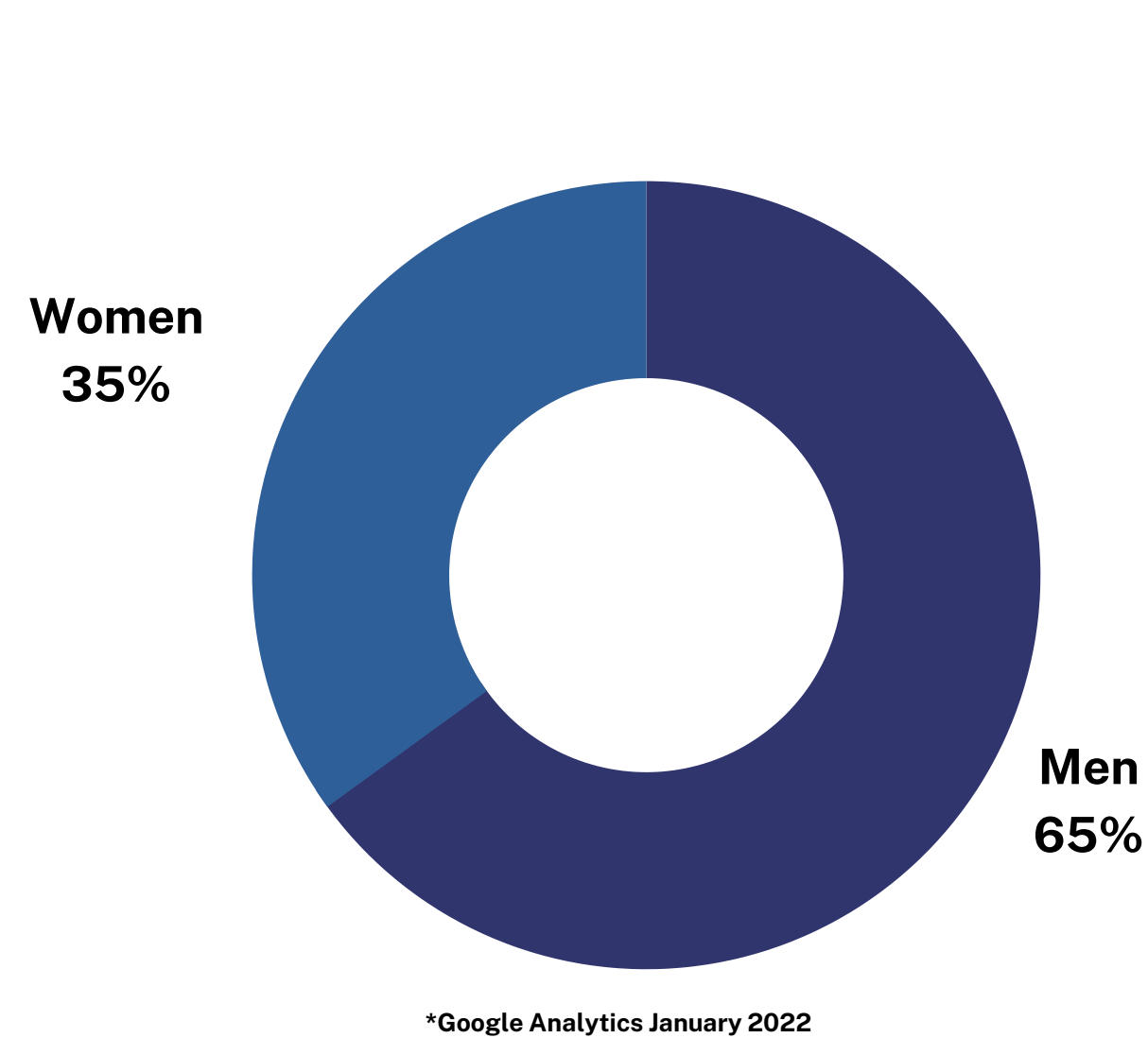


# About Kison

Kison Patel is the Founder and CEO of **DealRoom**, an M&A lifecycle management software, and creator of **M&A Science**. Kison has over a decade of experience as an M&A advisor and developed DealRoom after experiencing first-hand a number of deep-seated, industry-wide inefficiencies and challenges. He is well-known in the M&A space and has over 15k followers on LinkedIn.



# M&A Science Audience





# Top Guests from Fortune 500

"**Super informative.** Each week Kison Patel speaks to **Fortune 500** corp dev executives about the most exciting and challenging deals they have done. He does a great job of breaking down their stories into applicable lessons... **it's really helped me to stay in tune with best practices** and how to keep deals on track! As well as teaching what deals to walk away from. Definitely give it a listen."

- Apple Podcast Review  
5 out of 5 Rating



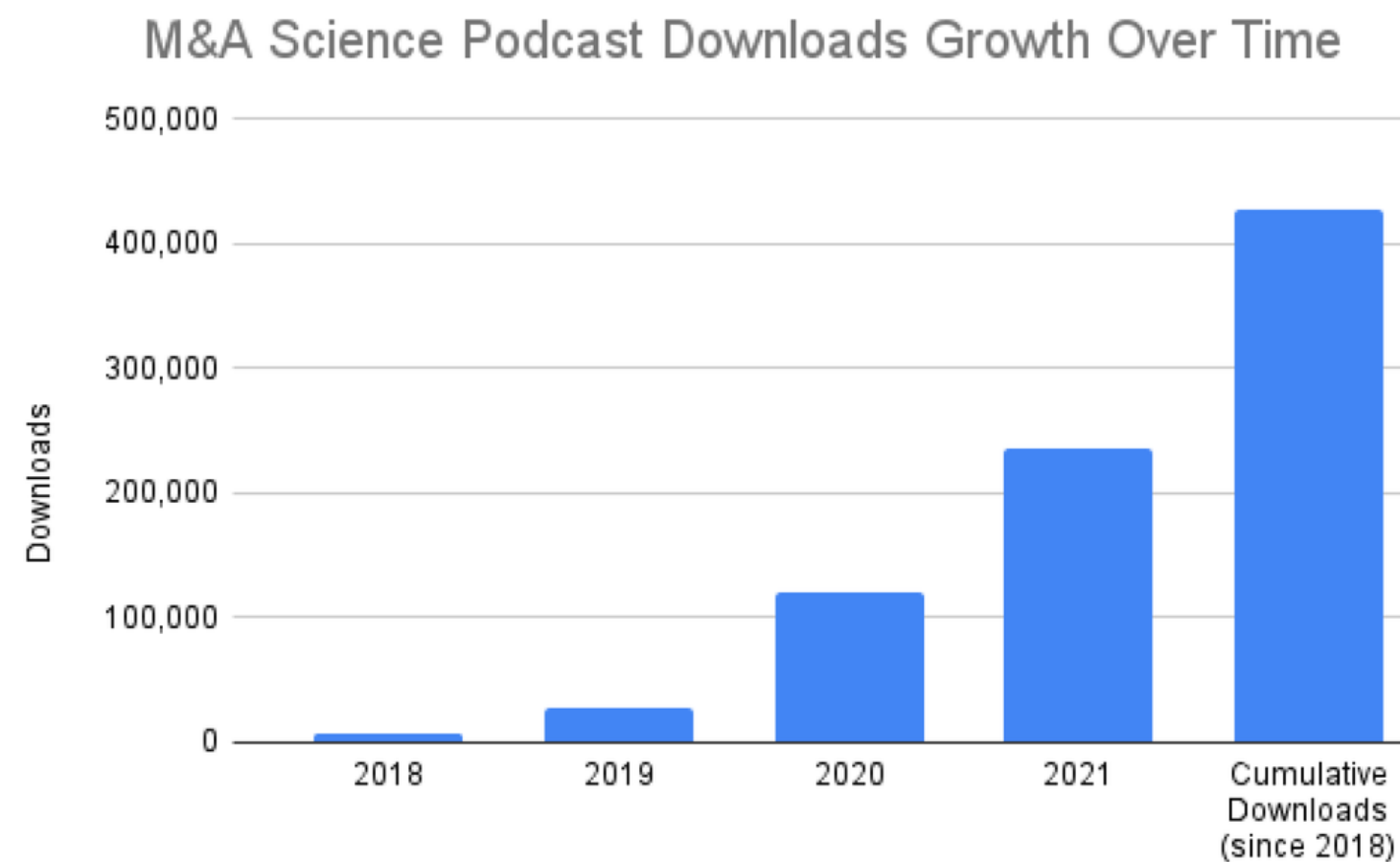
## 15K+

Kison's LinkedIn Followers

## 140+

Podcast Episodes

# M&A Science Podcast Growth



## Managing a Multi-Vertical M&A Strategy

Guest: *Jerry Will, VP, Corporate Development at 3M*



## Transforming M&A to Improve Integration

Guest: *Javid Moosaji, M&A Sales Integration Strategy at Paypal*



## The Legal Team's Role in M&A

Guest: *Andrew Gratz, Associate General Counsel LyondellBasell*



## Staying True to Culture in M&A

Guest: *Trish Mosconi, Executive Vice President, Chief Strategy Officer & Corporate Development at Synchrony*



## Making M&A GTM Successful

Guest: *Gwen Pope, Head of Global Product M&A at eBay*

## What are people saying?

***"This pod has created so much value for my team and I. Great insight and varied perspectives."***

- DAMIAN LEWIS, MANAGING DIRECTOR SF EXECUTIVE



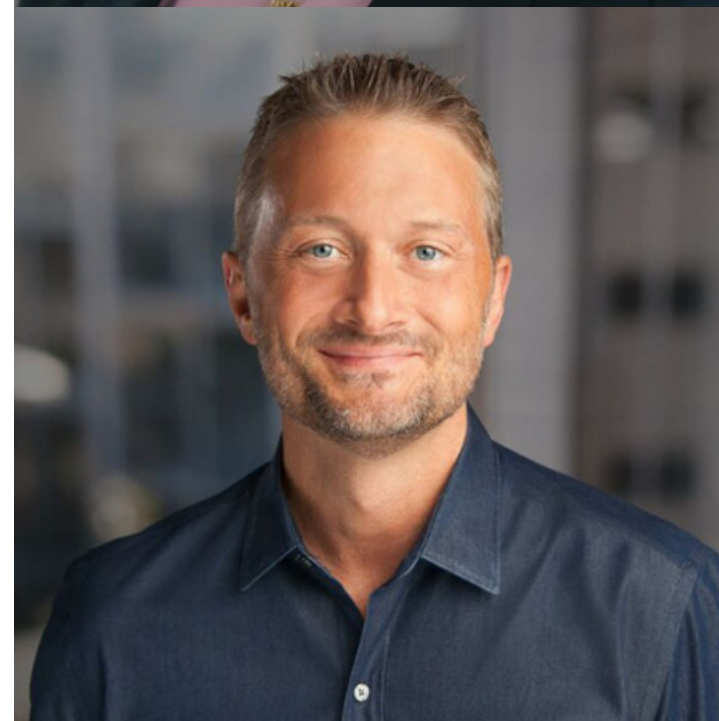
# M&A Science Academy

Starting in 2020, the **M&A Science Academy** is a paid subscription-based platform featuring courses from best-in-class instructors. The courses explore the intricate world of M&A with current industry practitioners through online self-paced courses, templates, and quarterly events. The M&A Science community is made up of over 2,000 M&A professionals and 300+ current working M&A professionals using our online learning platform.



M&A  
SCIENCE

40+  
M&A Courses



50+  
Hours of Materials



35+  
Top-level Instructors





# M&A Science Academy Content

## How-to Workshops

Where working practitioners learn the tactical steps to overcome common M&A challenges.

## Private Community

Helping M&A professionals move their practice forward by engaging with the greatest minds in the game.

## Networking Events

Members grow their personal network, share experiences and learn from other industry practitioners.

## Templates, eBooks, & Checklists

Pre-made templates to quickly start organizing and managing transaction workflows.



4

Virtual Summits / Yr



35%

Newsletter Open Rate



100k+

Pageviews

## M&A Science Modern Summit

Time to send outdated M&A practices to the grave.

Join the academy to register for the event!

OCTOBER 27, 2021 / 10AM-4PM CT



# Academy Instructors

The M&A Science Academy instructors share knowledge, resources, and practical takeaways learned from their own M&A experiences and the audience is made up of corporate development, investment banking, consulting, venture capital, law, and other M&A professionals.



**CHRISTIAN VON  
BOGDANDY**

PRACTICE DIRECTOR

**slalom**



**CHRISTINA  
AMIRY**

HEAD OF M&A STRATEGIC  
OPERATIONS

**ATLASSIAN**



**RUSS  
HARTZ**


VP OF CORPORATE  
DEVELOPMENT

**Ansys**

## What are people saying?

***“Your conference last week might be the best conference I've been whether in person or not. No PowerPoints, just smart people talking about the issues.”***

- CEO & SENIOR MANAGING DIRECTOR AT VRC



# M&A SCIENCE SPONSORSHIP OPPORTUNITIES



# Single Podcast Sponsorship

## M&A Science Single Podcast Sponsorship Includes:

- (1x) Dedicated ad read (:30) at start and end of the podcast episode
- Sponsorship attribution featured on mascience.com homepage for (6) weeks
- Podcast posted on mascience.com/library with link to sponsor in show notes
- Newsletter inclusion: M&A Science weekly eNewsletter (3x), Deal Room monthly eNewsletter (1x)
- Social: LinkedIn posts on KisonPatel/M&A Science/DealRoom (3x), co-branded ad unit on mascience.com & dealroom.net

**M&A Science Podcast is hosted by DealRoom CEO, Kison Patel, and is the #1 M&A-focused podcast in the world. Podcast guests share knowledge, resources, and practical takeaways learned from their M&A practice.**



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# Monthly Podcast Sponsorship

## M&A Science Monthly Podcast Sponsorship Includes:

- ((4x) M&A Science podcast sponsorship includes: dedicated ad read (:30) at start and end of the podcast episode
- Each episode with sponsorship attribution featured on mascience.com homepage for (6) weeks
- Podcast posted on mascience.com/library with link to sponsor in show notes
- Newsletter Inclusion: M&A Science weekly eNewsletter (8x), Deal Room monthly eNewsletter (1x)
- LinkedIn posts on Kison Patel/M&A Science/DealRoom (12x)
- Co-branded ad unit on mascience.com & dealroom.net

**M&A Science Podcast is hosted by DealRo0m CEO, Kison Patel, and is the #1 M&A-focused podcast in the world. Podcast guests share knowledge, resources, and practical takeaways learned from their M&A practice.**



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# Custom Podcast Sponsorship

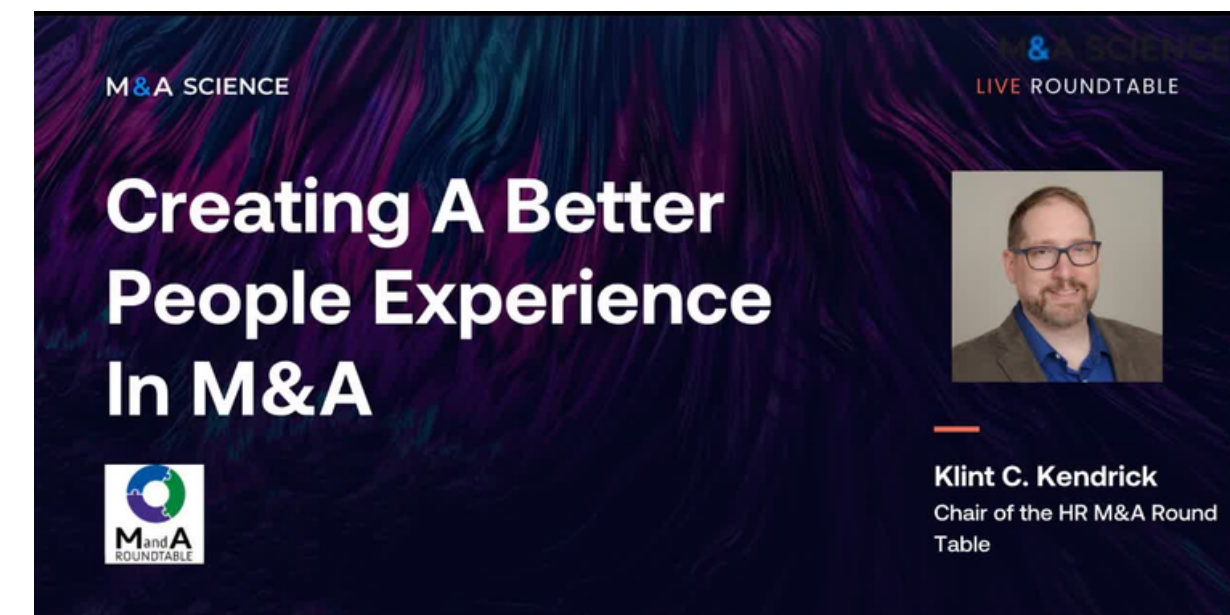
## M&A Science Custom Podcast Sponsorship Includes:

**(1x) Custom M&A Science podcast featuring sponsor executive discussing their corporate M&A deal experiences. Kison would proactively collaborate on conversation topics, and flow of the podcast prior to recording. No direct product endorsements allowed.**

Sponsorship also includes: guest headshot and company logo on all pre and post podcast PR materials, dedicated ad read (:30) at start and end of podcast episode, podcast featured on [mascience.com](https://mascience.com) homepage for (6) weeks, podcast posted on [mascience.com/library](https://mascience.com/library) with link to sponsor url in show notes, inclusion in M&A Science weekly eNewsletter (3x), Deal Room monthly eNewsletter (1x), LinkedIn posts KisonPatel/M&A Science/DealRoom (3x), ATF banner ad unit on [dealroom.net](https://dealroom.net) & [mascience.com](https://mascience.com)

**Added value: co-branded custom eBook, created and promoted, from key takeaways & lessons learned in podcast.**

**M&A Science Podcast is hosted by DealRo0m CEO, Kison Patel, and is the #1 M&A-focused podcast in the world. Podcast guests share knowledge, resources, and practical takeaways learned from their M&A practice.**



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# M&A Science Academy Virtual Summit Title Sponsorship

## M&A Science Virtual Summit Title Sponsorship Includes:

- Sponsor executive featured as the Keynote Speaker at (1) summit
- Sponsor attribution on [mascience.com/modern-summit](https://mascience.com/modern-summit) landing page (1 year), :30 ad read at the beginning and end of each summit (4x)
- Inclusion on all pre and post summit PR materials
- Newsletter Inclusion: M&A Science weekly eNewsletter (8x), DealRoom monthly eNewsletter
- (4x), LinkedIn Posts KisonPatel/M&A Science/DealRoom (12x), co-branded ad unit on [mascience.com](https://mascience.com) & [dealroom.net](https://dealroom.net)

**Added value: summit passes & 1-year M&A Science Academy membership for (4) sponsor employees.**

**M&A Science Academy Summits are held (1x) a quarter, (4x) a year typically with 175-250+ attendees who are working M&A professionals. They are held in a Zoom format and conclude with a networking event.**



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# M&A Science Academy Virtual Summit Sponsorship

## M&A Science Summit Event sponsorship includes:

- Sponsor attribution on [mascience.com/modern-summit](https://mascience.com/modern-summit) landing page (3 months)
- :30 ad read at the beginning and end of summit (1x)
- Inclusion on all pre and post summit PR materials
- Newsletter Inclusion: M&A Science weekly eNewsletter (3x), Deal Room monthly eNewsletter

(1x), LinkedIn Posts KisonPatel/M&A Science/DealRoom (3x), co-branded ad unit on [dealroom.net](https://dealroom.net) & [mascience.com](https://mascience.com)

**Added value: Summit passes for (2) sponsor employees**

**M&A Science Academy Summits are held (1x) a quarter, (4x) a year typically with 175-250+ attendees who are working M&A professionals. They are held in a Zoom format and conclude with a networking event.**



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# M&A Science Academy Custom Webinar Course

**(1x) Custom M&A Science Academy 1-hour webinar course. The course would be created collaboratively between M&A Science and sponsor covering a mutually agreed upon topic. No direct product endorsement is permitted, but content topic is driven by sponsor and the instructor is from the sponsor's organization.**

M&A Science Academy is paid member-only access, but sponsor course can be placed in front of paywall for (1) month, and promoted on MAS and the sponsor's social, enewsletter, and website for additional promotion. Course lives in perpetuity as evergreen content within M&A Science Academy.

**Added-value: if sponsor has M&A tools and templates these can be posted within the Academy. Added value: summit pass & 1-year M&A Science Academy membership for (1) sponsor employee. Co-branded custom eBook, created and promoted, from key takeaways and lessons learned in webinar. Sponsor can also distribute course through their own channels.**

**Started in 2020, M&A Science Academy is a paid subscription-based platform featuring courses that explore the intricate world of M&A with current industry practitioners.**



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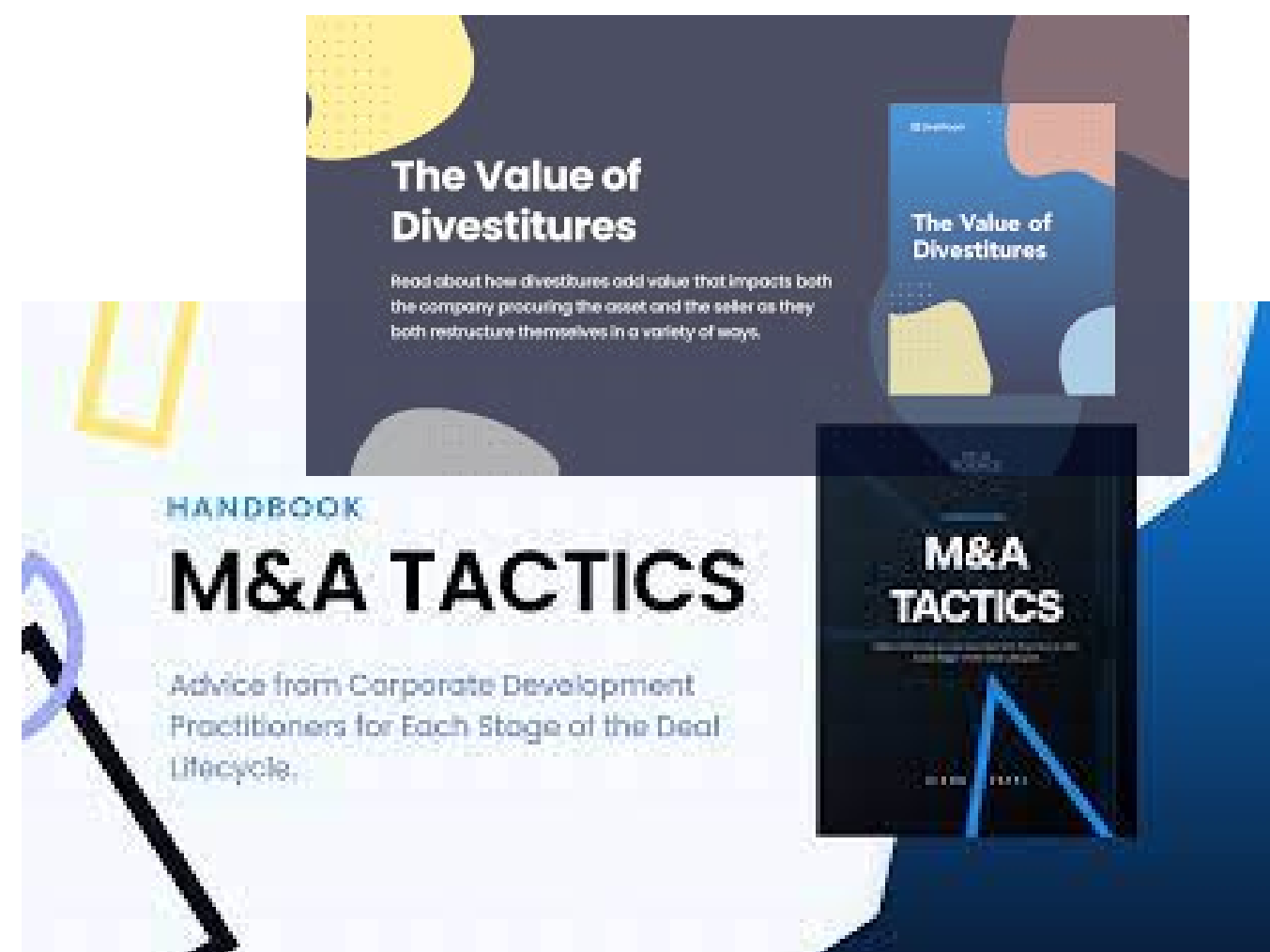
# M&A Science Academy Custom eBooks - Lead Gen

Looking to garner high quality leads? M&A Science's team will create and distribute a custom co-branded eBook or whitepaper created by M&A Science on topic of your choice.

Promoted in M&A Science weekly eNewsletter (3x), Deal Room monthly eNewsletter (1x), LinkedIn posts on KisonPatel/M&A Science/DealRoom (3x), co-branded ad unit on [dealroom.net](https://dealroom.net) & [mascience.com](https://mascience.com).

Leads shared with sponsor. Cost varies based on goals and scale.

**Started in 2020, M&A Science Academy is a paid subscription-based platform featuring courses that explore the intricate world of M&A with current industry practitioners.**



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**THANK YOU!**

Jenny Russey, Director of Partnerships  
[jenny@mascience.com](mailto:jenny@mascience.com)

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