



## Second Squared Newsletter Spring Edition 2019: Focusing on Acquisition Entrepreneurs

Since our last update in March this year, we've not sat still for a minute trying to break open the third pathway for talented business people to become the CEO of their own company.

So what's been happening? Lots:

- We've held our first Getting Search Ready Workshop;
- Celebrated lunch with CEO's of mid-tiered businesses and investors on Micro, Small and Medium sized Enterprises Day;
- Introduced Entrepreneurship through Acquisition as a concept to a cohort of students at Murdoch University;
- Attended the Stanford Search Fund Conference;
- Identified more than a handful of prospective CEO's who are investigating Search as a pathway for their entrepreneurial next steps;
- Championed EtA in various interviews with the on-line press, pod-cast productions and business TV channels.



## Getting Search Ready

Getting Search Ready is our introductory workshop designed to help budding entrepreneurs and aspiring CEO's determine if becoming a CEO through a business acquisition pathway is right for them.

We successfully ran our first program in July as a one-day intensive in Western Australia, with schedules to run the same program in other States later this year and early in 2020.

If you want to know more about Getting Search Ready contact Trish on [trish@secondsquared.space](mailto:trish@secondsquared.space)

## Murdoch University Event

Dr Simon Minaee at Murdoch University Business School in Western Australia invited us to present on Search Funds to over 40 aspiring entrepreneurs, investors, and others keen on knowing more.

We covered a host of topics including how buying-a-business can lead to a career as a CEO, Entrepreneurship through Acquisition as a program, and Search Funds as a third pathway to success as a CEO in Australia.



## Stanford Search Fund Conference

On 11 September Ak and Lui attended the Stanford Search Fund Conference where they met current CEO's who have successfully acquired companies, aspiring CEO's who are raising their Search Funds or currently searching, Search Fund Investors, and past business owners who sold their businesses to Searchers.

The educational sessions were fascinating and the meetings during the networking sessions even more so. We were privileged to hear keynote addresses from Prof Irv Grousbeck (a founding father of the Search Fund community) and some of the very first Searchers who shared their experiences, thoughts about leadership, and perspectives on scaling up businesses.

### The three things we took away:

1. The Search Fund Community is incredibly generous with their time, resources and connections; the reason this model works is because of the community that actively works together to allow aspiring CEO's to achieve.
2. It reinforced our perception of the hugely important role that Universities play in educating prospective aspiring CEO's about the Entrepreneurship through Acquisition pathway.
3. Entrepreneurship through Acquisition doesn't compete with Start-up Entrepreneurship. It doesn't have to and they can co-exist. Each investment class draws different people from both an investor and entrepreneur perspective.

If you'd like to see a summary of our leanings from the conference, [follow this link](#).

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### Continuing to Raise Awareness about Entrepreneurship through Acquisition in Australia

Over the last six months we have been fortunate to be featured in a number of publications as part of our mission to raise awareness of Entrepreneurship through Acquisition as a third career pathway.

We were interviewed by [Business Essentials](#), an online, subscription-only podcast, on how business owners can best prepare their business for sale. Just last week we were interviewed by online business TV channel Ticker.tv on the concept of Search Funds and EtA. If you're up for a giggle, watch Ak and Lui (aka Statler & Waldorf from The Muppets) follow the link below.

Our piece on the [five keys to a successful business partnership](#) spread like wildfire, published on Kochie's Business Builders, The Business Conversation, Dynamic Business, FinFeed, Startup Daily, and First 5000.

The investing and entrepreneurial website FinFeed regularly publishes columns from us, including a [profile on Second Squared](#).

**The Business Conversation, FinFeed and ABC Statewide radio** – [Why 'handover culture' doesn't exist in Australia and why it should.](#)

**Anthill, FinFeed** – [This Perth based search fund accelerator is redefining the term 'entrepreneur'](#)

**Kochies Business Builders, first5000 and The Business Conversation** - [Why the Australian Business Growth Fund doesn't go far enough](#)

**Finfeed** - [How to avoid the slow climb up the corporate ladder](#)

**See our tv interview** - [Second Squared Tickertv Interview](#)

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### What's Coming

Over the past 6 months, we've published a series of LinkedIn blogs on buying a business. Feedback on this series has encouraged us to develop the concept into an upcoming e-book that we plan to launch pre-Christmas. Watch out for *A Mind for Acquisition – preparing yourself to buy your business* that has an unashamed focus on the mindset required to successfully acquire the right business.



### Getting Search Ready Program

With a growing number of potential acquisition entrepreneurs reaching out to us for advice and guidance on how to set up a Search Fund and acquire their business, we will run our Getting Search Ready program in both the Eastern States and in Western Australia. We are scheduling these sessions for before Christmas and in early 2020. Contact us for registration, costs and other details at [trish@secondssquared.space](mailto:trish@secondssquared.space)

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