



MCMK

### Deal Sourcing & Deal Flow

Deal flow is a crucial indicator of an investment firm's health.

Deal flow is the rate a company receives business proposals and investment pitches from advisors, and clients.

According to research by Harvard Business school for every 100 potential investment opportunities. 30% of those opportunities results in a meeting with management team 10% will be discussed with partner 5% will lead to due diligence being conducted 2% will move on to the negotiation and only one will actually be funded.

A typical investment deal takes 83 days to close, and firms reported spending an average of 118 hours on due diligence during that period, making calls to an average of 10 references.

