



JIM MORAN

COLLEGE OF ENTREPRENEURSHIP

Capital Market Readiness

The New Normal: Private Equity & No Mans Land

This two-day research based - graduate level course is designed by Doug Tatum, author of No Man's Land – Where Growing Companies Fail and a Florida State University Jim Moran College of Entrepreneurship Faculty member. It is designed to provide a Founder with critical information about the “New Normal” in the Capital Markets dominated by Private Equity and the difficult and many times fatal No Man's Land Transition.

The bottom line on the course is that it dives deep into:

Private Equity – there is too much money chasing too few deals – what does that mean for your company – your customers and your suppliers.

- PE has a terrible reputation – Professor Tatum has selected a small number of PE firms who have committed to not selling our attendees on selling their companies – but rather are included in the class to answer attendee questions about how they are paid – do they over leverage the companies they buy - how long do they hold before they sell – how much do they interfere in managing the company.
- What is a minority interest deal – what is the so- called second bite of the apple.
- What is a platform vs an add-on company. What are the signs of Bad deals “the Good, The Bad and the Ugly.

No Mans Land – what are the navigational rules that must be deployed to get thru No Mans Land – a transition that can be a fatal for many companies. Is growing an imperative – a requirement to survive or can a company find a competitive niche below the radar screen of the consolidation driven by PE?

- What are the 4Ms of Transition: **The Market Alignment**, the inevitable transition in the company’s **Financial Model, The Management Transition** and **the Money** – getting the company Capital Market Ready – ready to grow, acquire or be sold in a capital market that is disruptive.
- Attendees will participate in a case that will reflect on the hugely consequential decisions faced by a company leader when evaluating how to position a company competitively in the new normal.

FSU has assembled a top-notch group of adjunct instructors to cover the details of the following:

- What does a due diligence look like – participants will review real market term sheets and details like quality of earnings reports.
- What happens to your management team as you scale – executing acquisitions, take on a financial partner or stay the course.
- Is debt a good or bad thing – when, where and how.

This Course is a place to get unfiltered, detailed information and advice about how to navigate the critically consequential issues that you, as a Founder of an Emerging Growth Company will face when transitioning your company to scale.

Campus Location • Roderick K. Shaw Building | 644 West Call Street Tallahassee, FL 32306

Downtown Location • Jim Moran Building | 111 South Monroe Street Tallahassee, FL 32301

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Program Details of the Certificate Program:

Location: Los Angeles, California

Application Deadline: February 16, 2026

Workshop Dates: February 23-24, 2026

Location: Atlanta, Georgia

Application Deadline: February 23, 2026

Workshop Dates: March 2-3, 2026

Location: Washington, DC

Application Deadline: March 16, 2026

Workshop Dates: March 23-24, 2026

Application Fee: \$100

The \$100 Capital Market Readiness Application Fee is non-refundable. After you complete your application, our team will evaluate your answers and reach out with your next steps.

- Duration: 2 intensive days with evening sessions
- Class Size: Maximum 25 non-competitive company
- Tuition: \$5,000 per participant
- Includes: FSU materials, case studies, assessment tools, meal sessions

Applications for the Course will be accepted at

[Capital Market Readiness | Jim Moran Institute for Global Entrepreneurship](#)