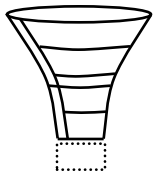


THE INVESTMENT CAREER PLACEMENT INITIATIVE

April 11, 2007

BYU
INVESTMENT
BANKING CLUB

Peery Institute



OVERVIEW

SUMMARY

This presentation illustrates the concepts and plan behind a new professional placement initiative for BYU undergraduate and graduate students. While in the development stage, we seek diverse opinions and constructive criticism to create the most innovative and effective program possible. The slides first present the overall approach and then walk through each stage of a student's progress in more detail.

OBJECTIVE

To attract, prepare and match more of BYU's most talented students from diverse majors and backgrounds with career paths in investing and investment banking by:

- Helping more students learn about and become interested in investment banking and related investment firms
- Providing specific industry, job and firm information and building student skill sets to fit various finance careers
- Increasing the productivity of alumni interaction with students
- Preparing and qualifying students to interview for internships and jobs
- Expanding the range of employers who recruit from BYU

THE APPROACH – FUNNEL CONCEPT

The proposed approach is like a funnel. The top of the funnel deals with helping more students get interested and start preparing. Those students who are most interested, diligent and prepared move through the funnel where they gain access to a network of professionals and mentors. In this way, we hope to be able to help secure more internships and jobs. Please note that those who do not participate in this preparation initiative will not be prohibited from contacting firms on their own should they be inclined.

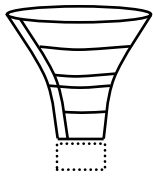
PARTICIPATION

We invite you to help us make this model as real and constructive as possible. Please share your advice, new ideas, critiques or criticisms throughout the presentation. You can fax written changes, write notes into the slides and email them back or discuss over the phone. Our hope is that by investing time into designing the process now, it will make your efforts working with students more fruitful over time.

CONTACT

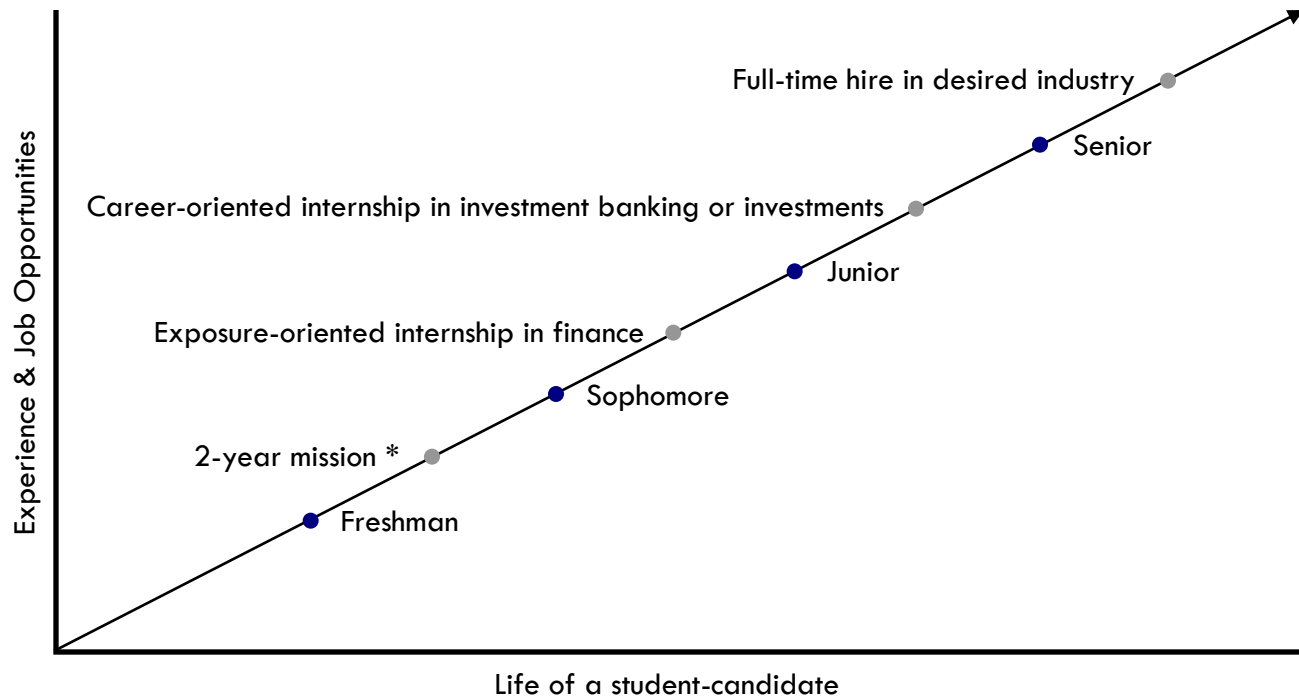
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OVERVIEW

We seek to provide students with professional opportunities during their college education. Ideally, investment banking or related internships should begin between sophomore and junior year.



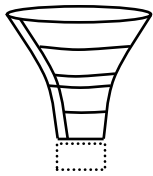
TARGETED DEPARTMENTS AND MAJORS

Marriott School – *Accounting, Finance, MBA*

Math & Engineering – *Math, Statistics, Engineering (Chemical, Mechanical, Civil)*

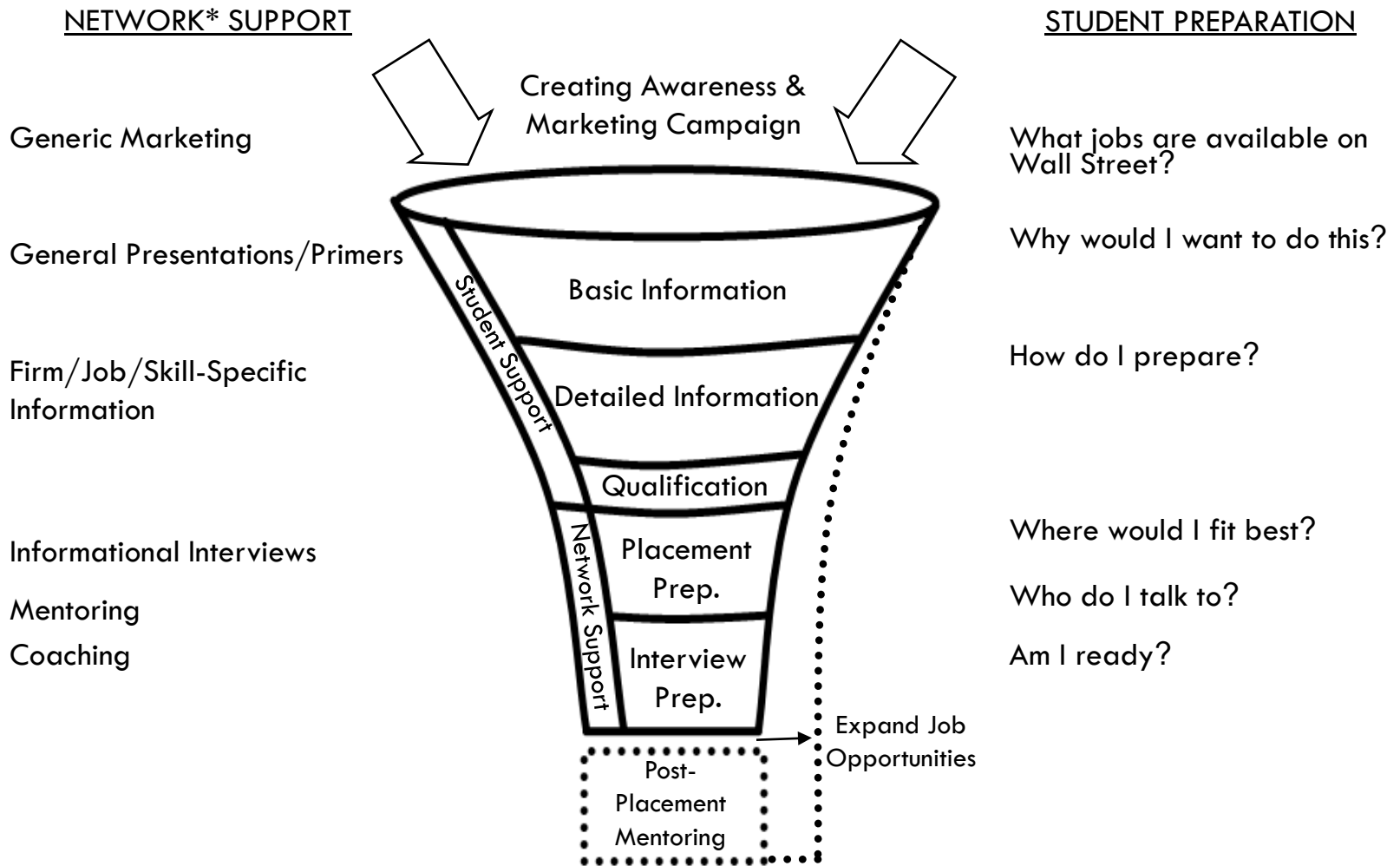
Sciences – *Economics, Philosophy, Physics, Chemistry, Biology*

Honors Program – *incorporates all majors*

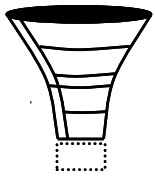


THE FUNNEL CONCEPT

We are developing a process to match talented, prepared, and motivated students with strong job opportunities and successful career paths in the global financial markets.

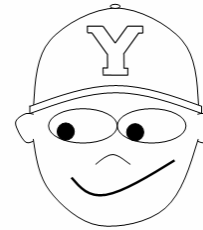


* Network consists of club, faculty, and interested professionals

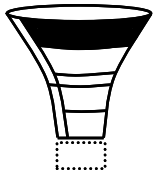


CREATING AWARENESS & MARKETING CAMPAIGN

We will reach out to students across campus to let them know about investment banking and why they need to focus early.

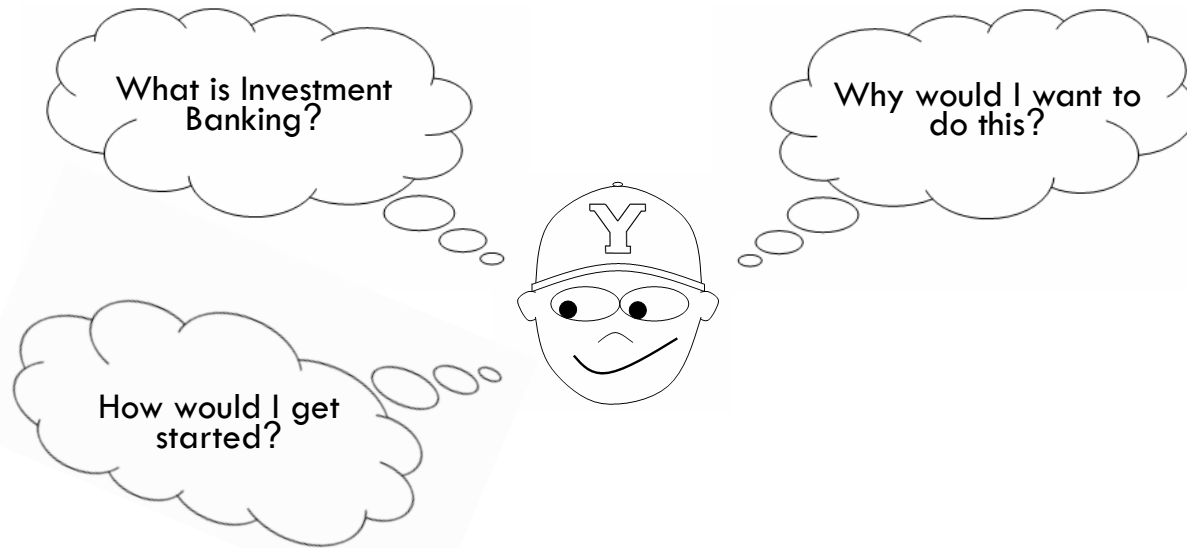


| Audience | Message | Marketing Approach |
|-----------------------|---|---|
| General Student Body | <ul style="list-style-type: none">• Investments as a career choice• There is an IB Club | <ul style="list-style-type: none">• Daily Universe news articles• Career Center/Fair, IB Night |
| Freshmen & Sophomores | <ul style="list-style-type: none">• Begin preparing at this level• IB Club, push hard for experience | <ul style="list-style-type: none">• Freshman Academy• Core classes, Related clubs |
| Juniors | <ul style="list-style-type: none">• Build a fundamental skill set• Get an investment internship | <ul style="list-style-type: none">• Marriott School Orientation• Targeted classes, clubs |
| Seniors | <ul style="list-style-type: none">• Have a strong understanding• Get an job | <ul style="list-style-type: none">• No targeted outreach – working toward job/interview prep |
| Graduate Students | <ul style="list-style-type: none">• Get an investment internship• Get a job | <ul style="list-style-type: none">• Targeted MBA classes• Work with related clubs |
| Faculty Members | <ul style="list-style-type: none">• Inform students about opportunities• Allow/give presentations | <ul style="list-style-type: none">• Work with key advisors and IBC Officers |



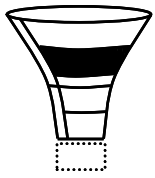
BASIC INFORMATION – BUILDING INTEREST

We will provide students with basic resources and information in order to help them gain a general understanding of the industry.



Resources:

- IBC Outreach Meetings – class presentations, orientations, events
- General Industry Primers – defining groups, lifestyle, skills, career paths
- Firm Websites – directory listing of all major investment banks
- Basic Reading List – WSJ, Vault guides (free in HBLL), relevant articles
- Video Interviews or Guest Lectures – speakers and staged interviews



DETAILED INFORMATION – SKILLS DEVELOPMENT

At this stage, students have committed to learning more and we will provide firm and industry-specific information and detailed technical information.

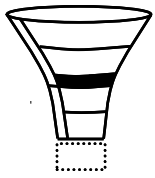


Students' Questions to Answer:

1. What does an analyst or associate do?
2. How does the industry interact with its customers?
3. What is the difference between firms?
4. How do I analyze a company or asset?
5. What is life like on Wall Street?

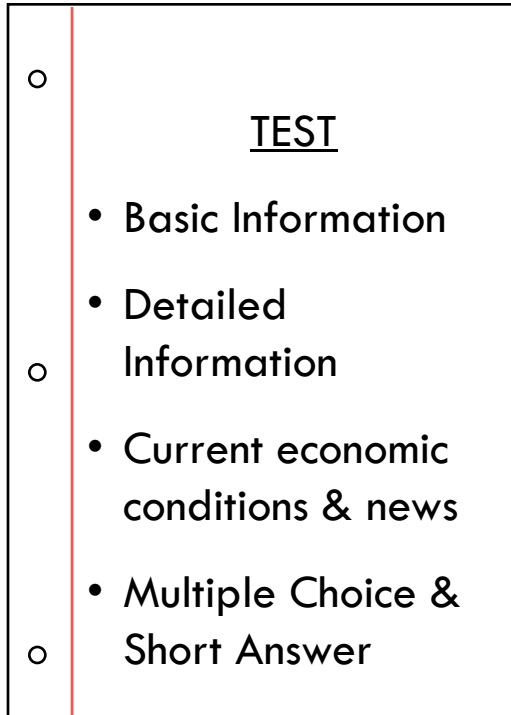
Resources:

- Technical finance classes
- Division-specific, firm-specific technical primers, case studies
- Advanced Reading List
- Glossary/Key Terms
- Workbook, text books
- Advanced Video Interviews



QUALIFICATION

Preparing candidates to have intelligent conversations with professionals by testing material they should know at this point. Information tested will be based on industry, market and technical data.



STUDENT BENEFITS

- Investment Banking Club membership
- Access to Network Support for placement preparation and interview preparation

STUDENT DUTIES

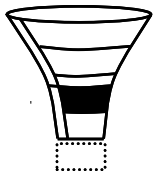
- Help develop/maintain this program
- Mentor other students

* Note: The objective is not to screen people out, but to a) encourage early preparation and b) help students know when they are ready to contact professionals within the BYU network.

BYU

INVESTMENT
BANKING CLUB

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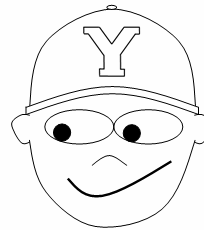


PLACEMENT PREPARATION – CHOOSE TRACK(S)

Since students can't prepare for every job, we will help them select one to three tracks to prepare for with specific skills and information.

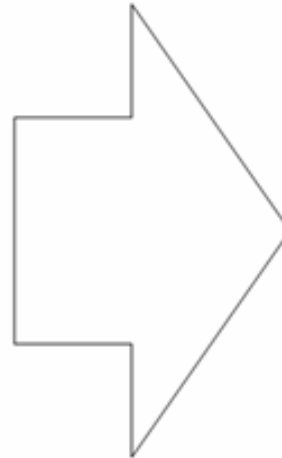
TRACKS (examples)

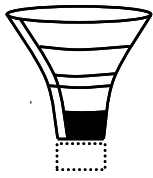
- Investment Banking
- Sales & Trading
- Research
- Finance & Operations
- Wealth Management
- Asset Management
- Mutual Fund
- Hedge Fund
- Private Equity
- Venture Capital



STEPS

1. Learn about interesting tracks
 - Track-specific skills required
 - Pros and Cons of tracks
 - Lifestyle, Day in the Life
 - Typical career pathways created
2. Choose one to three tracks to focus on
 - Connect with professionals; schedule 'informationals'
 - Self-analysis, make a case
3. Build track-specific skills/knowledge
 - Track-specific readings, courses
 - Learn about specific groups (product/industry)
 - Find a mentor

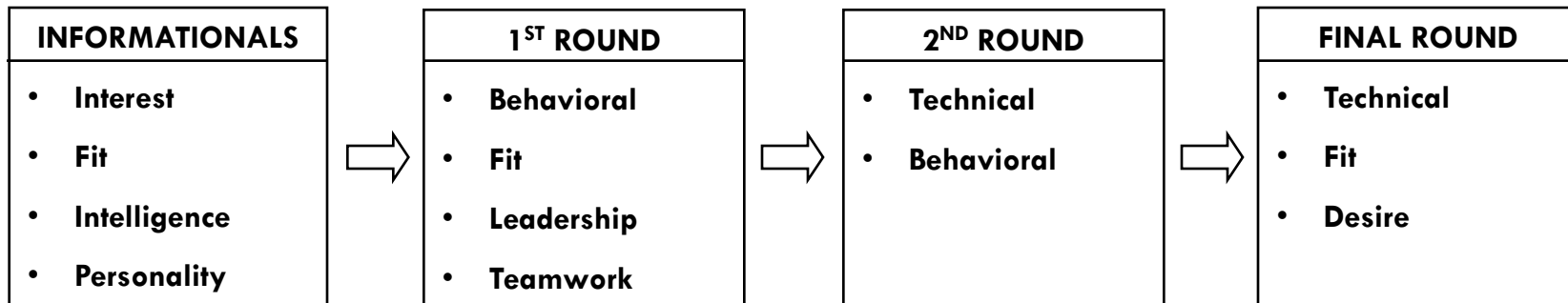


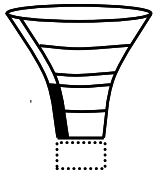


INTERVIEW PREPARATION

We seek to teach students interview etiquette, format, appropriate technical understanding and self-analysis to become an ideal candidate.

- IBC Workshops – Resume, Interview, Technical Training
- One-on-one IBC Mentoring
- Primers, Interview Question Lists
- Mock Interviews – IBC and BYU Alum
- Seminars with professionals
- Interview Etiquette – Approaching professionals, appropriate contact procedures, self-presentation





NETWORK CONSIDERATIONS

The goal is to minimize random contact from students to professionals and maximize the efficiency for each relationship.

Selectively introduce prepared students to alumni network

- Students who pass the screen of general preparation
- Channeled to match alumni and student focus

Professionals volunteer availability and/or sponsor program

| TOPICS | PREFERRED INTERACTION |
|--|--|
| <ul style="list-style-type: none">• General industry knowledge• Career & lifestyle• Specific knowledge about a division/track or firm• Selecting a job• Other: | <ul style="list-style-type: none">• Email• Scheduled calls• Personal visits• Mentorship• Interview coaching• Guest lectures, interviews |

***Please let us know what topics and student interactions that would interest you.
Who else (professionals) would like to be involved?***