INTERVIEWS

What's in a Deal?

Insights from Adam Salman, Managing Partner at Cukierman & Co. Investment House.

HIGH TECH ON THE LOW

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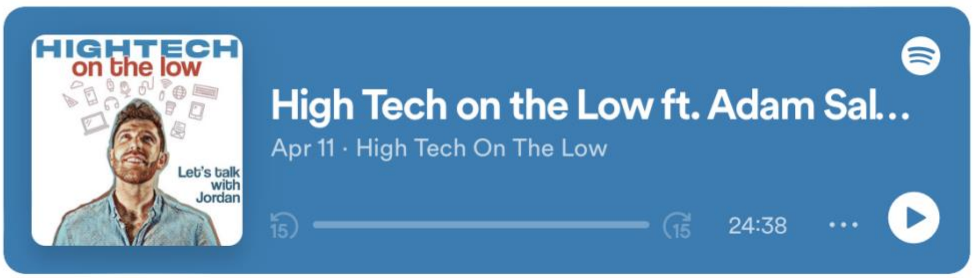
Dealmaking is a crucial aspect of the tech industry. With startups and companies constantly seeking investment and partnerships to fuel growth and achieve their goals, founders need to be acutely aware of how to manage and execute on multiple deals. Importantly, founders and startup teams must understand big players in the space that are keen partners in providing investments or pushing through larger acquisitions and transactions.

In episode 93 of High Tech on the Low, Adam Salman, Managing Partner at Cukierman & Co. Investment House, shared his insights on the unique challenges and opportunities that arise in dealmaking, as well as the importance of social impact in both and investment and commercial framework. With a focus on investing in companies that have the potential to make a difference in the world, Salman provides entrepreneurs with the tools and strategies they need to navigate the complex world of dealmaking and achieve their long-term goals. And, with the upcoming GoForIsrael Investment Conference organized by Cukierman & Co. Investment House, entrepreneurs have a unique opportunity to showcase their ideas and connect with investors who share their vision and values.



Goals of Any Deal

According to Adam, the goal of any deal should be to create value for all parties involved. Of course, from the perspective of an investor, this includes generating financial returns. However, Adam also makes it clear that what he sees as driving value is also a focus on companies and ventures aiming to create social impact and address some of the pressing concerns in our society such as climate change, food security, and more. In this way, the investment they put in the team is amplified by a social mission that affects a large amount of people.

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With that in mind, entrepreneurs can take a note as to how to properly go about courting deals. Above all else, entrepreneurs should focus on building relationships and partnerships that align with their values and long-term goals. A company in climate could find a great partner, for example, in Cukierman & Co. Investment House, whereas perhaps another partner would not be the right fit. Moreover, entrepreneurs should also prioritize transparency and open communication throughout the dealmaking process. In that way, teams can make sure all parties involved are synchronized on the same points and, going back to the beginning of this section, create value for all parties involved.

How Entrepreneurs Should Consider Dealmaking

Dealmaking can be a complex and challenging process, and entrepreneurs need to be prepared to navigate a range of different factors and considerations. Adam suggests that entrepreneurs start by identifying their goals and priorities. With this first step, comes the ability, as mentioned above, to attract potential partners or investors that align with those goals.

"Entrepreneurs should be strategic and thoughtful about the partners they choose to work with," says Adam. "It's important to find partners who share your vision and values, and who can help you achieve your long-term goals." Entrepreneurs should also be prepared to negotiate and make compromises where necessary, while staying true to their values and priorities. This requires strong communication and negotiation skills, as well as a willingness to be flexible and adaptable in the face of changing circumstances.

Social Impact as a Major Return Principle

Diving deeper into social benefits, Adam sees social impact as a major return principle in dealmaking. Overall, Cukierman & Co. Investment House is committed to investing in companies that have the potential to make a positive difference in the world, while also generating strong financial returns for investors.

"Social impact is an integral part of our philosophy," Adam reiterates, "we believe that certain companies are key drivers of change and can also be successful financially." In fact, a recent survey by Deloitte found that 83% of millennials believe that businesses should focus on achieving a positive social impact in addition to generating profit. This trend is reflected in the growing number of impact-focused startups and companies, which are increasingly attracting investment and attention from investors like Cukierman & Co. Investment House.

Upcoming GoForIsrael Investment Conference

Cukierman & Co. Investment House is organizing the upcoming GoForIsrael Investment Conference on May 3rd. The conference will bring together investors, entrepreneurs, and innovators from around the world to explore the latest trends and opportunities in the tech industry.

As Adam puts it, "GoForIsrael is an opportunity for entrepreneurs to showcase their ideas and connect with investors who share their vision and values and is an opportunity to build relationships and partnerships that can drive growth."