



# WORTHLESS WITHOUT THE FOUNDER

## A Private Equity Story

The success of any firm relies on a number of factors, but often the single most important is the vision and talent of the founder. The founder is responsible for the overall success of the venture and their abilities will often make or break the company.

With relatively easy access to Private Equity funds, it is commonplace to hear of these startups in the news when their companies break the billion-dollar valuation. With the success of these “unicorns,” visionary founders are continuously popping-up in various fields from information technology to biomedical engineering to develop ideas into revolutionary products.

As the popularity of the Private Equity industry continues to grow, so does the demand for creative and unconventional insurance products. Two such plans have been developed to protect Private Equity investment during the startup.

### **Failure To Survive Insurance (Death)**

Conventional Life Insurance can be problematic to obtain for startups due to their financial structure and lack of income. Failure To Survive is easy to implement and can provide up to \$50 million in protection to the private equity firm.

### **Key Person Disability Insurance (Disablement)**

Key Person Disability Insurance repays the Private Equity firm in the event the founder is unable to work due to a temporary or permanent disablement.