Ardesta's Pros and Cons

Pros

1. Focused on a high potential technology field
2. High profile leader in the field
3. Owns leading media company in the field
4. Best intelligence network in the field
5. Strategic investor status in the field
6. Diversified over multiple industry sectors
7. Strategic direction within each industry sector
8. Efficient support services for companies
9. Synergy between companies
10. Opportunity for IPO liquidity at parent level with interim flexibility for distributions
11. No carried interest
12. No management fees
13. Board control
14. Shareholder voting
15. Investor involvement
16. High standard of corporate governance
17. Possible to have leveraged co-investment
18. World class technical network
19. Strong customer development effort
20. Experienced management

Cons

1. Higher operating costs
2. Investment in legacy
3. Disruptive technology field
4. Incubator type structure
5. Unconventional path to investor liquidity
6. Sometimes viewed as expensive fund of funds
7. Too many industry sectors