



SELA — The M&A Knowledge Retention Guide

The institutional memory your firm is silently losing — and how to keep it.



The Problem Every M&A Boutique Ignores

Every deal teaches something.

That knowledge walks out the door when the analyst does.

Deals Close

Insights, patterns, and relationships are earned through months of work.

People Leave

Analysts, associates, and even partners exit — taking tacit knowledge with them.

Cycle Repeats

The next hire starts from scratch. The firm pays to learn the same lessons twice.

The Real Cost of Repeated Research

100

Hours per Info Memo

Average time to produce a single information memorandum from scratch.

60%

Repeated Work

Majority of that effort duplicates research your firm has already done on prior deals.

85%

Junior Attrition

Of M&A analysts leave within 3 years, taking their accumulated knowledge with them.

Every new mandate re-pays tuition the firm already earned.



What You Actually Lose

Who to Call

Warm relationships with buyers, advisors, and sector contacts — built over years of deal flow.

Who Actually Closes

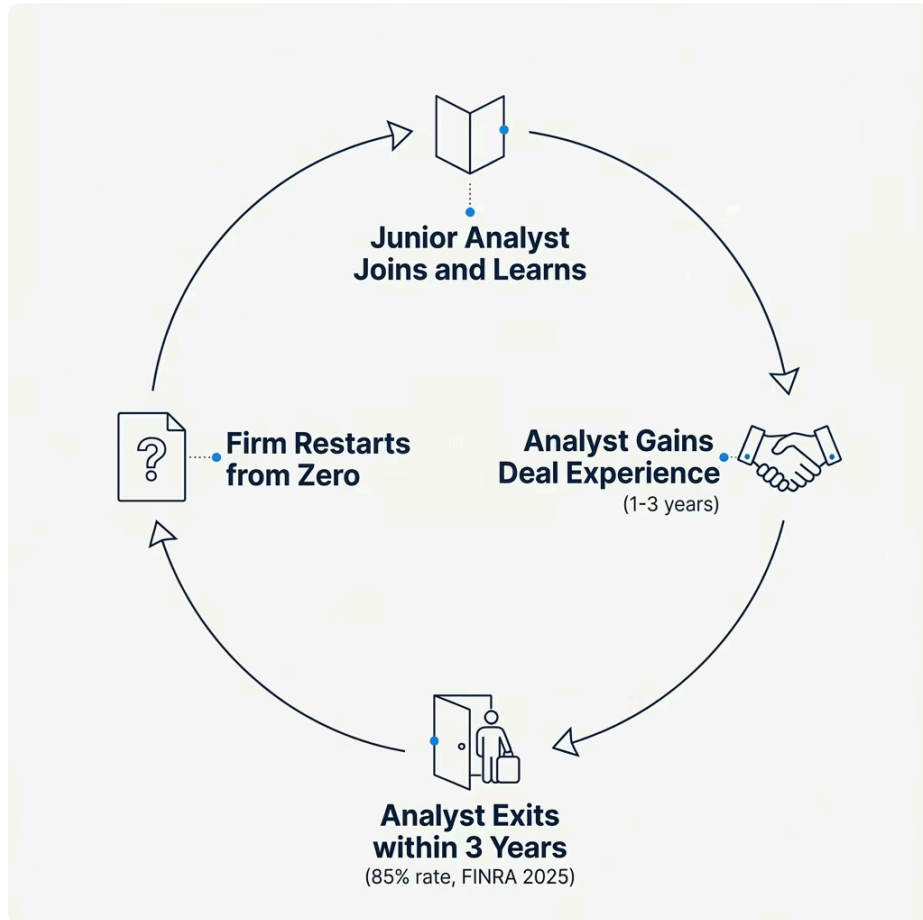
Which buyers follow through, which ones re-trade, and which processes they favor.

Why It Failed

The real reasons a process broke down — not in the CRM, only in someone's head.

⊗ None of this is recoverable from a CRM or a file server.

The Attrition Pattern



A Leaking Bucket

85% of junior M&A analysts leave within 3 years — FINRA 2025.

Each departure resets institutional knowledge. Every cycle, the firm pays to re-learn what it already knew.

⚠ The loss is not in headcount. It is in what those heads knew.

What SELA Does

SELA is your firm's **deal memory** — a relational intelligence layer built on every mandate you run.



Relational Graph

Maps buyers, sectors, contacts, and outcomes — and how they connect across deals.



Process Memory

Captures why processes succeeded or failed — not just that they did.



Deal Advantage

Every new mandate starts with the accumulated intelligence of all prior work.



Built for Boutique M&A Teams



Who It's For

Boutique M&A firms and investment banking advisory teams running active deal flow.

Firms where every hour of senior time matters — and where losing one analyst should not mean losing six months of deal intelligence.

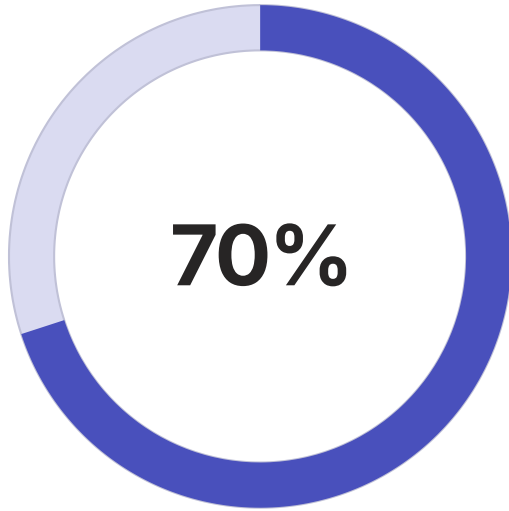


3–50 Professionals



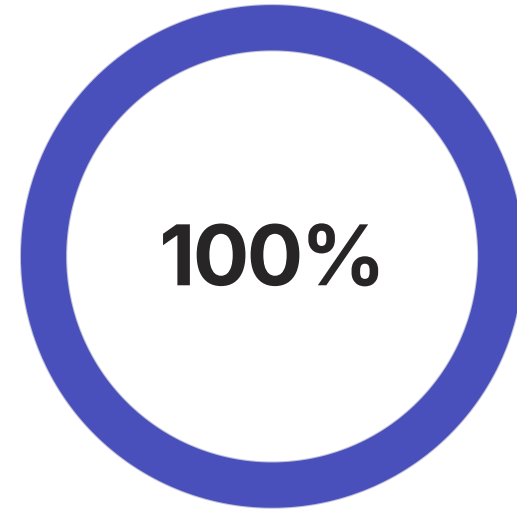
10–100 Mandates / Year

The Efficiency Gain



Research Time Saved

Firms using SELA cut preparation and groundwork time by 70%.



Knowledge Retained

Every deal contributes to a permanent, searchable institutional memory.

Time saved goes to sourcing, execution, and client relationships — not repeated groundwork.

Book a 20-minute walkthrough at sela-ai.com — see your firm's deal memory take shape.