

**The Real Big Pitch**

William Heard CEO, CIO of Heard Capital LLC. has been selected to present at The Bootcamp for Small and Diverse Managers on Wednesday June 5, 2013 at the Intercontinental in New York City.

William was one of three managers selected to provide a 5-minute pitch to an institutional investor panel followed by an intense question and answer session. The presenters will be critiqued on presentation style, real-time response, and use of metrics and measurements.

The Bootcamp for Small and Diverse Managers is an interactive session designed to assist firms that have launched in the past 24 months or teams raising their first rounds of institutional financing. A team of seasoned experts will examine fundraising target strategies, pitches and materials for more effective engagement and traction within the institutional investor and consultant arena.

William Heard is Chief Executive Officer, Chief Investment Officer and Founder of Heard Capital, LLC. Heard Capital is a global fundamental long/short sector fund based in Chicago, Illinois. The firm focuses its clients' investments in the technology, media, telecommunication, financial, industrial and energy sectors. Heard Capital's investment strategy involves looking beyond individual economic cycles and focusing on capturing secular trends to generate long-term sustainable returns.

For further details, please contact:

Katherine Roti  
Associate - Media Relations  
Heard Capital  
Tel: 312.244.5026  
Email: [info@heardcapital.com](mailto:info@heardcapital.com)