

Timeline GP-LP matchmaking process

25-week fund activation | (1 closing cycle)

PREPARATORY PHASE (week 1 - 5)

Week 1: Intake/Assessment current fundraising documents

Week 2: Benchmark analysis with other GP's/VC's/PE's

Week 3: Adjusting/Filling the gaps and working on the marketable UPS's

- ➔ On demand we organize 2 hours workshops to trigger the GP with new business models, VC/PE trends to make the value proposition of the new fund very credible and 'sellable' to LP's.

✓ **Marketable Fund documents are ready**

Week 4: LP database creation based on GP's design criteria

- ➔ Available personal contacts of c*funds
- ➔ PitchBook data (HNWI's / family offices / and Funds of Funds with open mandates)

Week 5: LP Longlist creation and the campaign is scheduled

✓ **LP campaign is ready**

PHASE 1 | DIGITAL, TARGETED FUNDRAISING CAMPAIGN (week 5 - 10)

Launch of digital LP activation to create visibility for the closing of your new fund

- ➔ We create a LP longlist (approx. 150 LP leads) and run the LP activation campaign for 3 months
- ➔ We schedule the customized mailings per week (15-30) on behalf of the GP's
- ➔ Weekly 1 hour we evaluate the effectiveness of the campaign with the GP's

✓ **Seeding: large digital visibility of the new fund, LP lead generation**

PHASE 2 | F2F LP MEETINGS (week 10 - 20)

Organizing the first face-to-face LP meetings/negotiations

- ➔ Based on the results of the mailing campaign or our presence on PE events where we can pre-book meetings with LP's.
- ➔ Travel of GP's requested if we have at least 2 LP meetings per GP.

Event list: <https://cfunds.io/events/list/>

PHASE 3 | (week 20 - 25)

Follow up, support with the LPA and legal documents for the fund's LPA

✓ **Concrete LP negotiations are started**

...CLOSING

PREP

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