

# Process Description GP – LP Matchmaking

Unique, 10 weeks fund activation sprint by c\*funds

## Sprint 1 - Initiation

We set up the following documents to support fundraising for your fund:

- 1) Narrative/teaser of fund
- 2) Pitch deck with clear returns offering (including e.g. returns, USP, MOIC from previous funds, syndication with other investors, deal sourcing strategy)
- 3) Link to PPM / current portfolio

When working on the above mentioned fundraising documents, with the client fund manager we define a **logical fundraising sprint** for LP's (start date, preferred closing date, preferred LP's profile, ticket size).

## Sprint 2 – Activation

We make a customized LP database (supported by [PitchBook](#)) for your fund, we agree on the list and we set out an LP acquiring campaign in batches. c\*funds takes care of the first conversations and has a supporting role in closing the deals. We additionally provide legal support in writing your LPA.

After the activation stage it takes up 7-10 weeks to have the first agreements. (Non-binding Letter of Intent)

Read more details here:

<https://cfunds.io/fund-placement/>

# c\*sprints activation model

*an effective way of placing your fund*

