



# Case Study: 3

*Industry: Growth Stage*

*The World's Most Effective Fundraising Service*

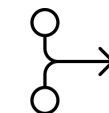
# About Marquee Equity

Marquee is a fintech company that offers **investor-introduction services**. We aim to help our clients get connected with world-class investors, buyers and strategic partners across various industries. With deep penetration into global investor circles, Marquee is proud to call itself one of the **world's most efficient and effective fundraising service**

- Access the most relevant investors for startups and growth stage companies
- Meet over 32,000 angels, super angels, venture capitalists & private equity firms



**Private  
Placement**



**M&A**

- Find buyers for your portfolio investments or companies for strong exit multiples
- Customised solutions for business owners and / or fund managers

- Work with our team of world class analysts to build your decks & financial models
- Access a network of more than 500,000 financial journalists and media platforms to promote your business



**Data Room and  
PR Service**



**Fund  
Placement**

- Curated service for fund managers
- Access our strong network of over **25,000 LPs** (institutional investors, family offices, sovereign and pension funds among other accredited HNIs)

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# Why work with Marquee?



## Customized Solutions

We provide customized fundraising solutions to our clients, based on their opportunity focus, regulatory restrictions and capital requirements

## Diversified Network

Network of over **25,000 global LPs (HNIs, FOs and Institutions)** and **32,000 angels, super angels and VCs**; broken down by metrics such as sector, geography, market model, deal size and so on



## Key Decision Makers

We reach out to key decision makers in an organization to make the process cost and time effective and for connecting you with the most relevant audience

## Types of Investors

Accredited HNIs, single family offices, multi family offices, pensions, endowments, CVCs, FOFs, SWFs, angels, super angels, VCs, PEs, etc.



## Engagement Rate

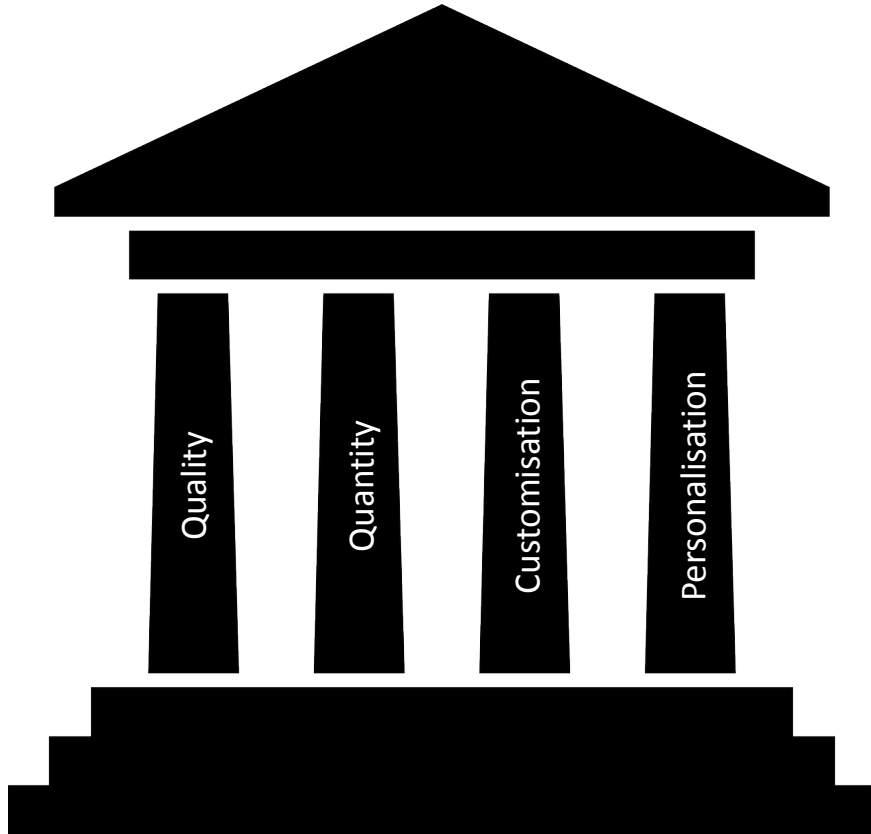
We witness strong investor **engagement rates between 4% - 15%** through our email and LinkedIn campaigns\*

## Global Access

We provide global investor / buyer / strategic partner access & deliver **higher traction** than other similar services, allowing strong networking benefits alongside a higher probability of deal closure



# Fund Placement Service Pillars



## *Quality - AI matchmaking*

- An AI-driven matchmaking will allow us to identify the *ideal investor* for a client from our database of over 25,000 LPs
- Curated audience that factors in characteristics such as type (HNI, FO, Institutions), geography, sector and geography focus, investment bite size

## *Quantity - Electronic outreach*

- Quantity focused outreach via email and LinkedIn; More than 500 investors connected per week

## *Customisation - Investor vetting / qualification*

- A team of experts from Marquee will interact with targeted investors for relationship building and investor vetting exercise
- Back and forth with leads to allow for establishment of synergistic relationships between the client and the investor

## *Personalisation - Outreach under client identity*

- We offer our clients a personalised introduction option wherein investor outreach is conducted under the client's identity
- Allows clients to get *directly* connected with relevant investors and reap connection benefits over the longer term
- The alternative, ie, the outsourced introduction system allows for outreaches by Marquee executives (all communication in Marquee's name)

# VC Fundraising

Venture capital funds closed in the first half of 2020 have boasted one of the largest fundraising totals in the past decade — raising more money in just six months than VCs in all of 2017, 2015, or the preceding years.



**[Source: Report from PitchBook and NVCA]**

- The pandemic has created an incredibly wide and diverse class of undercapitalized yet potentially over-performing VC opportunities.
- As a growing chunk of LPs flee to “safe bets” with established managers, they leave behind potential alpha for those investors willing to stick to, or expand, their venture strategies.

Investors daring enough to look past short-term disruptions to invest in modestly-sized funds, specialized funds, and new emerging managers — all classes of VC that have shown superior returns — could see this as an exceptionally rare opportunity for exceptionally rare investment performance.

**[Source: VCCircle]**



# Client Profile and Campaign Specifics

## Client Profile

Client description: Innovative global venture fund investing in growth stage 'winning-bet' companies

### **Investment thesis:**

Investing in the top scaling companies of the world's best venture capital firms with their unique value proposition. They monitor the deals and then "score" these companies on the basis of the 7 dimensions identified by the co-partners and authors of a best-selling book. They invest in the round after the top tier firm invests, which is usually the B or C round when the premier investors are doubling down on their winners

**Industry:** Growth Stage Venture Capital

**Geography of investment:** Global

**Fund number:** 1

## Campaign Specifics

**Outreach platform:** Email and LinkedIn outreach

**Outreach mode:** Direct introduction (communication in the name of the client)

**Target LP category (ies):** High net-worth individuals, Ultra high net-worth individuals, Family offices (single and multi), institutional investors, registered investment advisors

**Target LP geography (ies):** Global

**Mandated capital raise:** USD 30M, Equity

**Targeted time frame for capital raise:** 6 months

**Special focus:** LPs who invest in emerging fund managers with a strong track record; Special focus on a partner who is an author of a best-seller book

# Campaign Performance (as of May'21)



Total outreach (emails and LinkedIn):

**Emails: 7,014**  
**LinkedIn: 3,349**



Open rate:

**Emails: 32.01%**  
**LinkedIn: 19.95%**



Engagement rate:

**Emails: 3.05%**  
**LinkedIn: 6.93%**



Positive response rate\*:

**Emails: 10.28%**  
**LinkedIn: 24.14%**



Total responses received:

**446**



No. of calls done with qualified LPs:

**15+ qualified for investment**  
**20+ networking based**

\*on the basis of total responses received

# Success Delivered

----- Forwarded message -----


From: Scott [redacted] ventures.com>

Date: Fri, Apr 16, 2021 at 9:44 PM

Subject: Re: Campaign calls review

To: Mehak Sharma <mehak.sharma@marquee-equity.com>

Cc: <mallika@marquee-equity.com>, [redacted] ventures.com>



Keith Chapman	Good Intro
Jason Petralia	Invested!
Brendan O'Hara	Good Intro
Nathaniel Davis	Good Intro
Dan Braga	Good enough but not great but we will pay
Mark Mescher	Attempting to schedule
Tatyana Kanzaveli	Meeting Next week
Ivan Centeno	We will see if he connects us to anyone good
Dan Gravelle	Not a good one
Tracy L Prigmore	Scheduling call hopefully next week

Scott [redacted]

Managing Partner

• From: Scott [redacted] 7 days ago

To: Mehak Sharma <mehak.sharma@marquee-equity.com>

Cc: Chris [redacted]  
mallika@marquee-equity.com

Of these we have on very big winner which is Sriram who told us today he is investing. The others I don't know about - I certainly [redacted]

Mark Mescher
Tatyana Kanzaveli
Ivan Centeno
Tracy L Prigmore
Kevin G. Davis
Olof Akesson
Kerwin Kam
Vanessa Guajardo
Timothy Paul
Sriram
Svetlana Tikhonov

[redacted]  
Managing Partner



# Some LPs interested in the Growth VC

AMG   
National Trust


NORTHROCK  
PARTNERS

  
CM CAPITAL  
CORPORATION

  
Profuturo®

GKFF

 MerriMac  
CORPORATION

 **HOLBROOK**  
GLOBAL STRATEGIES  
*Powerful Strategies to Grow and Preserve Your Wealth*

  
RENAISSANCE  
VENTURE CAPITAL

  
HONG KONG MONETARY AUTHORITY  
香港金融管理局

  
Nadathur

 **STEELHEAD**  
CAPITAL MANAGEMENT

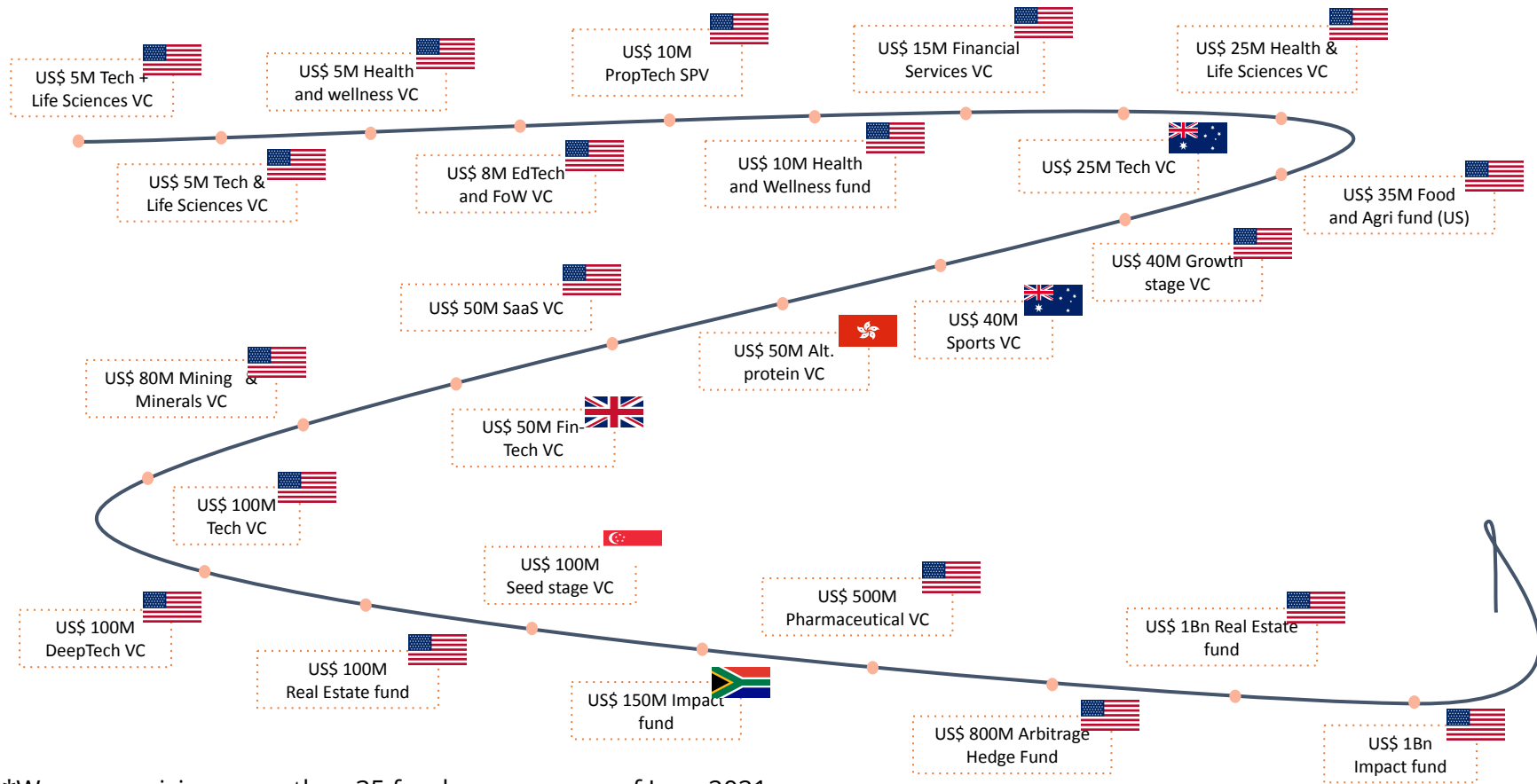
  
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# More About Us

*Fund Placement Service*



# Our Clients\*



\*We are servicing more than 35 fund managers as of June 2021

# Interested Limited Partners\*



\*These are only a small proportion of the total LP interest received by our clients

# Client Testimonials\*



**Evan Muffenbier**  
Sales Manager

**Fairway America**

"They have exceeded my expectations by setting up phone calls & introductory meetings. I would recommend Marquee to any firm that is trying to get in front of more larger check writers."



**Rishi Gautam**  
Managing Director

**Riverforce Partners**

"Excellent client service and I would highly recommend the team."



**Chris H**  
Managing Director

**Future RE Capital Management**

"We used Marquee for our first fund and capital placement and they have been a superb asset to our campaign. Not only would i recommend this company to anyone, we will be using them again for out additional placements."



**Kirk Oliver**  
Director, Capital Placement and distribution

**Equiam**

"Marquee provides a great solution for digital marketing & outreach services. Their team is very professional, polite, and on top of communicating with clients. Would recommend as they deliver on their promises."



**J. Skyler Fernandes**  
Founder and General Partner

**VU Venture Partners**

"Marquee Equity's platform and team provided a very differentiated approach to helping us with our capital raise for our second fund. They have built a platform that can achieve a more white glove approach and at scale that hard to replicate, which is why we chose to work with...."



**David Tran**  
President

**The Terra Fund**

"Marquee has exceeded my expectations in setting up introductions to potential investors. The team at marquee are detailed and willing to go the extra mile in customer service. I am very happy with their service and I would highly recommend Marquee if you are in need of outreach to potential investors."

# Other Case Studies

## US based Real Estate Fund



**Sector:** Real Estate



**Location:** Portland, OR, USA



**Term Sheet received:** US\$ 50M

[Access the case study here !](#)

## US based Cannabis Credit Fund



**Sector:** Cannabis, Credit



**Location:** Boston, MA, USA



**Term Sheet received:** US\$ 250M

[Access the case study here !](#)

## US based Healthcare Fund



**Sector:** Healthcare



**Location:** California, USA



**Term Sheet received:** US\$ 50M

[Access the case study here !](#)

## US based Impact Fund



**Sector:** Impact (Education, Infrastructure)



**Location:** San Jose, CA, USA



**Term Sheet received:** US\$ 1Bn

[Access the case study here !](#)

# Team



**Ash Narain**  
(CEO & Founder)



**Kabir Narain**  
(CTO & Co-Founder)



**Mallika Joshi**  
(Director-FP Division)



**Mehak Sharma**  
(VP-Transaction Execution)



**Keshav Aggarwal**  
(Investment Analyst)



**Bhavya Vora**  
(Analyst-Fund PLacement)



**Shaurya**  
(Investment Analyst)



**Priyanka Somani**  
(Research Analyst)



**Sahil Yadav**  
(Senior Engineer)

# Fin.


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*Let's talk*

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