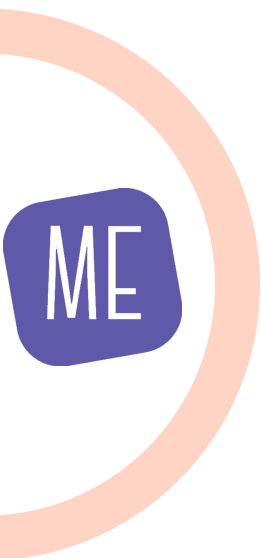


Case Study:1

Industry: Healthcare

The World's Most Effective Fundraising Service

About Marquee Equity



Marquee is a **SaaS platform** aimed at making investor access a **cost and time effective** process. With expertise in three lines of business, Marquee is proud to call itself the **world's most efficient and effective fund-raising service**.

Marquee's clients include **Venture Funds, Private Equity Funds, Hedge Funds, Real Estate Funds, Investment Banks, Accelerators, Investment Funds and Early and Growth stage Startups**.

Access to over **15,000 LPs and over 32,000 angels and firms**. We are a performance based firm, successfully arranging over **5,000 meetings** per month and with a track record of **over 900 capital raises with \$3 billion in transaction history across all platforms**



Why work with us?



Customized Solutions

We provide customized solutions based on your LP requirements.

Diversified Network

Network of over **15,000 global LPs (HNIs, FOs and Institutions)** and **32000 angels, super angels and VCs**; broken down by your 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.

Types of LPs

Accredited HNIs, Single family offices. Multi family offices, pensions, endowments, CVCs, FOFs, SWFs, etc.



Engagement Rate

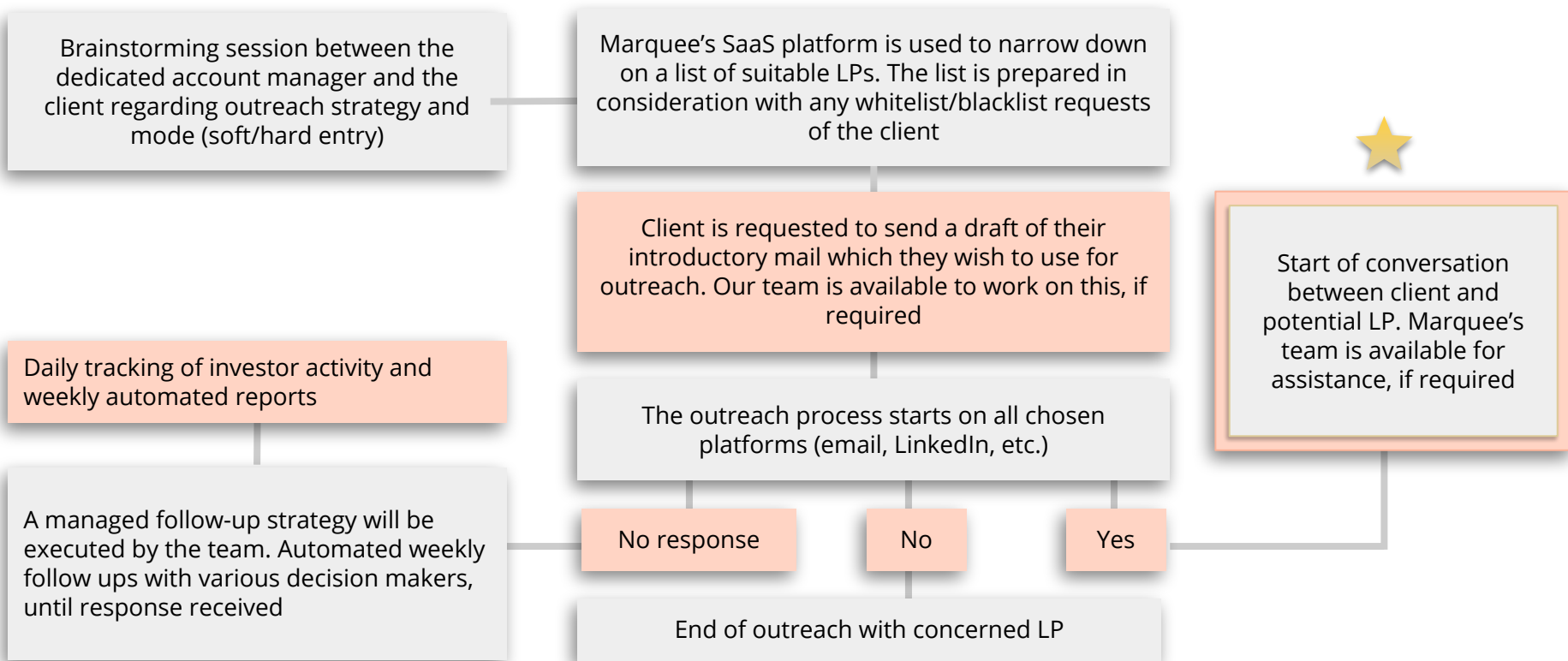
We witness a minimum investor **engagement rate of 7% - 12%** through emails and **12% - 15%** through LinkedIn.

Global Access

Not restricted by personal relationships, unlike other IB Boutiques. We provide a global access & deliver **5x number of interested investors** increasing the options for the customer and a better selling price.



Marquee Equity's Fund Placement Process



Client Profile and Campaign Specifics

Client Profile

Client description: Seed stage fund focused on digital health technologies

Investment thesis:

1. The client's investment criteria maps to the intersection among Management, Market size, Market readiness, Business model
2. Invest in infrastructural solutions that enable technologies to scale healthcare. These are often enterprise- and developer-facing products

Industry: Healthcare

Geography of investment: USA

Fund number: 2

Campaign Specifics

Outreach platform: Email outreach

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

Target LP category(ies): Family offices (single and multi), Institutional investors, Registered investment advisors

Target LP geography(ies): USA

Mandated capital raise: USD 50M

Targeted time frame for capital raise: 6 months

Special focus: LPs who invest in new fund managers and have track record of investing in healthcare focused funds

Campaign Performance



Total outreach (as of Oct'20):

~3,100



Open rate:

34.3%
(above average)



Engagement rate:

6.2%
(above average)



Total responses received:

~200
(in 1.5 months of outreach)



No. of pitch deck requests:

18 requests



No. of calls done with qualified LPs:

14 completed
(in 2 months)



Healthcare and Life Sciences funds' performance

Average open rate: **30.10%**

Average engagement rate: **4.73%**

Some interested LPs

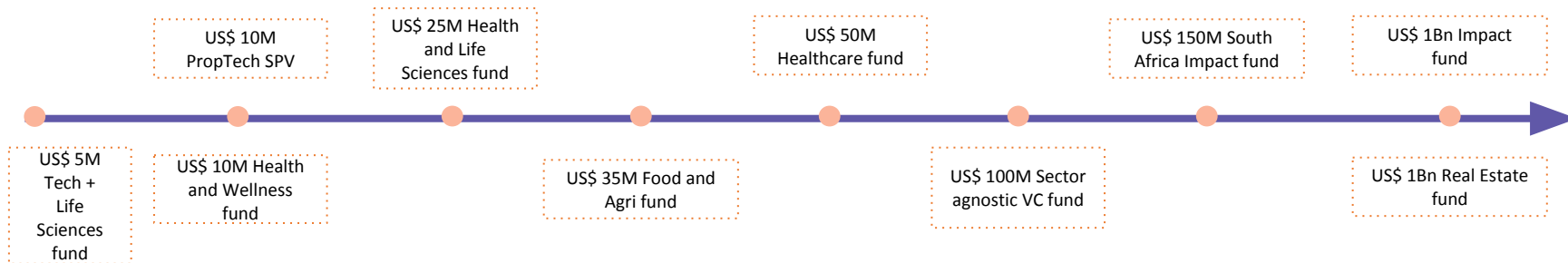


FORD
FOUNDATION



Other interested LPs

We are working with 18* clients - A mix of Venture funds, Private Equity funds, Credit funds, Hedge funds and Real Estate funds...



Some LPs who have shown interest in our clients' offerings...



Testimonials



Evan Muffenbier
Sales Manager



"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



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



Chris H
Managing Director



"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."

Other Case Studies

US based Real Estate Fund



Sector: Real Estate Fund



Location: Portland, OR



Term Sheet received: US\$ 50M

[Access the case study here !](#)

US based Credit Fund (Fund 1)



Sector: Cannabis Fund



Location: Boston, MA



Term Sheet received: US\$ 250M

[Access the case study here !](#)

Team



Ash Narain

**Founder & CEO -
Marquee Equity**

Founder - BankerBay
(www.BankerBay.com) -
Closing \$2 bn+ annually



Mallika Joshi

**Director of Origination -
Fund Placement
(VC, PE, Hedge, & RE)**

Ex-Nomura Investment Banker
MSc in Finance, University of
Strathclyde, UK



Mehak Sharma

**Associate-
Fund Placement**

Ex- Analyst (Xceedance
Consulting)
Financial Planning- Centennial
College, Toronto



**Aparnasri
Panchapakesan**

**Associate-
Fund Placement**

Ex- Arcesium (D.E.Shaw
group)
ACCA, CFA level 1


Fin.



Let's talk

 www.marquee-equity.com

 mallika@marquee-equity.com

 +91 99303 56904

