



Case Study:2

Industry: Impact

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 (Fund Placement, Private Placement and M&A), 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 **20,000 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 **20,000 global LPs (HNIs, FOs and Institutions)** and **32,000 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

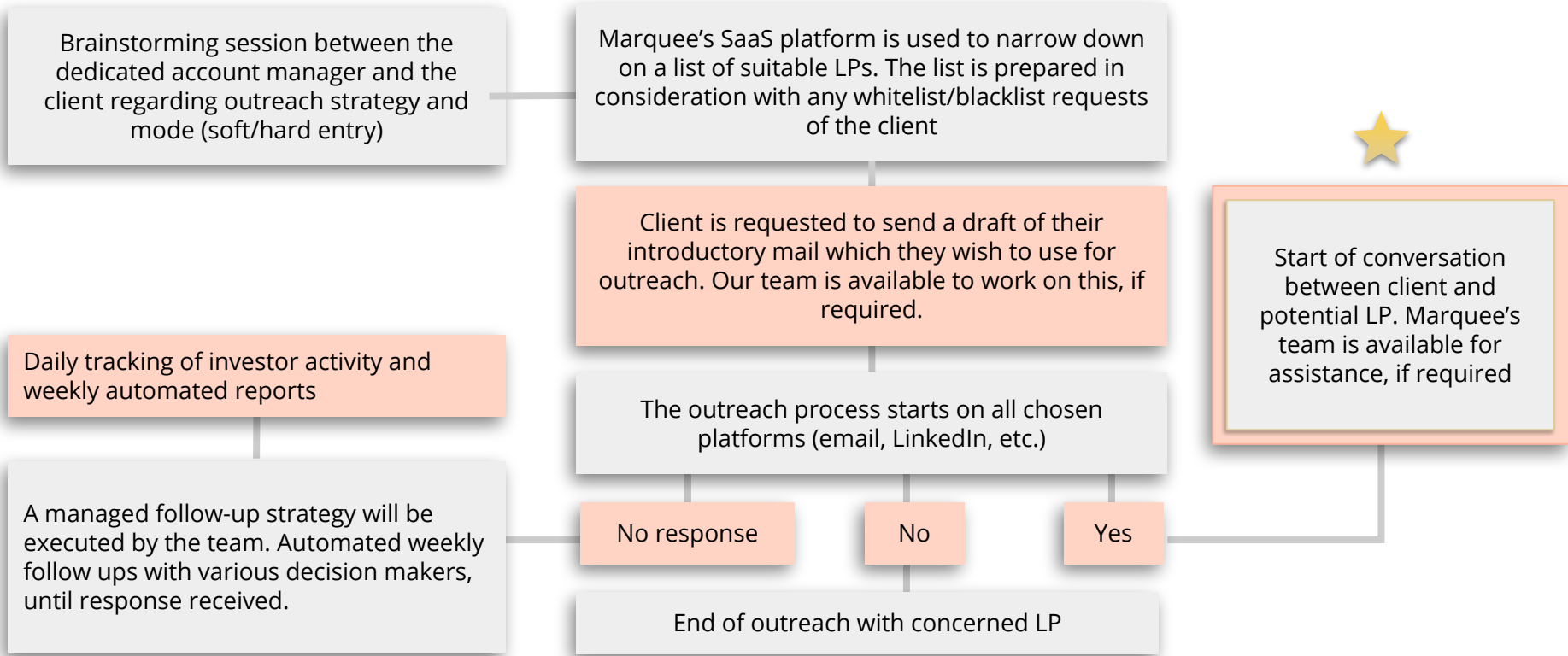
We witness a minimum investor **engagement rate of 7% - 12%** through emails and **12% - 15%** through LinkedIn.

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



Impact Investing

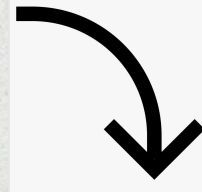


FUNDRAISING IS HELL!

Traditionally, impact investment has not been the cool kid in venture capital. But that's slowly changing. More investors recognize that making money and making a positive impact on the world doesn't have to be mutually exclusive.

Part of the reason for that is millennials have grown up with a more socially responsible mindset than previous generations. As such, the businesses they are starting, and want to work for, tend to fall into the category of making a social impact.

(Source: Crunchbase)



We make it
Easier.

Client Profile and Campaign Specifics

Client Profile

Client description: Innovative global investment fund providing long-term, safe and impactful investments.

Investment thesis:

Investing in a broad spectrum of fixed income securities and international dollar denominated bonds with maturities of more than one year. These securities target advancements impacting health, infrastructure, education, environment, clean water availability, energy and food, primarily in emerging markets.

Industry: Social Impact

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): Family offices (single and multi), institutional investors, registered investment advisors, credit desks

Target LP geography(ies): Global

Mandated capital raise: USD 1Bn, mix of debt and equity

Targeted time frame for capital raise: 6 months

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



Campaign Performance (as of Dec'20)



Total outreach (emails and LinkedIn):

5,390



Open rate:

32.5%
(above average)



Engagement rate:

9%
(above average)



No. of pitch deck requests:

41



Total responses received:

284
(in 2.5 months of outreach)



No. of calls done with qualified LPs:

10
(in 2.5 months)

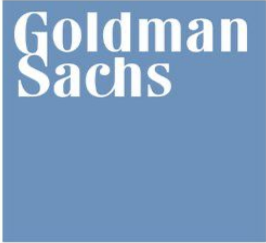
Some interested LPs



**Willis
Towers
Watson**



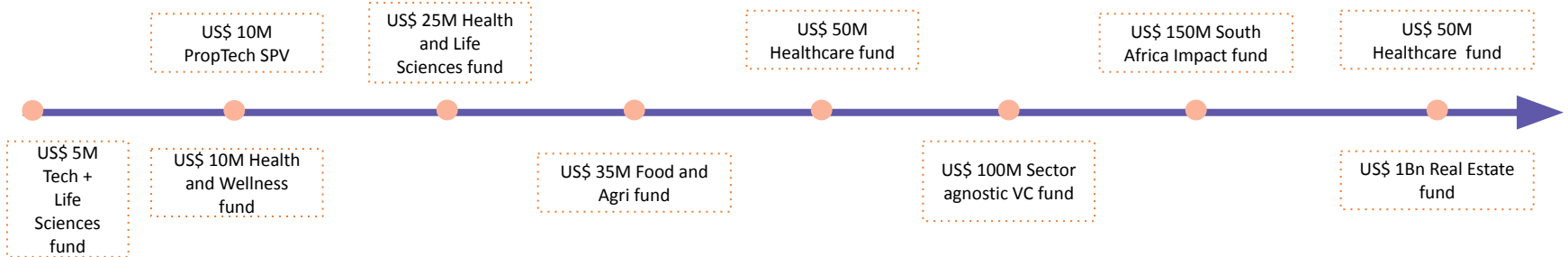
BROWN



**Akademiker
Pension**

Other interested LPs

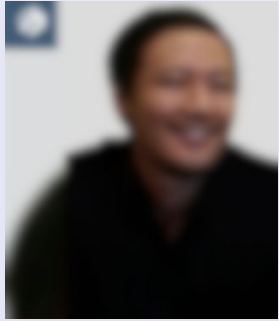
We are currently working with 24 clients - A mix of Venture funds, Private Equity funds, Credit funds, Hedge funds and Real Estate funds...



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



Client's Testimonial



Excellent People at Marquee!

“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.”

This testimony and others can be accessed [HERE](#)



Other 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



Bhavika Gupta

**Associate- Fund
Placement**

BBA - Symbiosis Centre
for Management
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Investment Analyst

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Fin.



Let's talk

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