



# INVESTOR RELATIONS

MAY 2024

## Request and Guidelines Provided

- Prepare and update weekly tracker to observe changes in the client's fundraising process

## Methodology and Final Deliverable

- Leveraged data from client's CRM platform to analyze the firm's fundraising process
- Tracked changes in additions/deletions of LPs, LP commitments, and probability of their commitments, on a regular basis
- Collated fundraising data in excel and created data-driven dashboard to track and monitor the weekly updates
- Expanded the horizon from weekly analysis to various time intervals' analysis to cover key milestones/dates for the fundraising such as the fund's first/second close

### Deal Cloud Comparison

Probabilities				01-Jan-22			08-Jan-22		
6 - Completed	100%			XX	XX				
5 - Very High	90%								
4 - High	75%								
3 - Medium	30%								
2 - Low	5%								
1 - Very Low	0%								

  

Region	Expected	Previous
Europe	XX	XX
APAC	XX	XX
Middle East*	XX	XX
Americas	XX	XX
<b>Total</b>	<b>XX</b>	<b>XX</b>

\* Includes Middle East & Africa

  

Region	Expected	Previous
Europe	XX	XX
APAC	XX	XX
Middle East*	XX	XX
Americas	XX	XX
<b>Total</b>	<b>XX</b>	<b>XX</b>

\* Includes Middle East & Africa

  

Region	Expected	Previous
Europe	-	-
APAC	-	-
Middle East*	X	-
Americas	X	-
<b>Total</b>	<b>X</b>	<b>X</b>

  

As at 08-Jan-22				7 - Completed			First close		
Expected	(0)			XX	XX				
Previous	-	XX							
	-	XX		XX	XX				
	(0)			XX	XX				
	(0)			XX	XX				
	(1)	+2		XX	XX				

  

Region	Expected	Previous
Europe	XX	-
Australia / Oceania	XX	-
Middle East	XX	-
South America	XX	-
<b>Total</b>	<b>XX</b>	<b>XX</b>

\* Includes Middle East & Africa

  

Region	Expected	Previous
Europe	XX	-
Australia / Oceania	XX	-
Middle East	XX	-
South America	XX	-
<b>Total</b>	<b>XX</b>	<b>XX</b>

\* Includes Middle East & Africa

Investor Details	As at 08-Jan-22				As at 01-Jan-22					As at 08-Jan-22					Delta - 1-Jan-22 - 8-Jan-22		Delta - Exist.	
	Investor Name	Geography	Alloc.	Low	Prob	Prob %	Expected	Previous	F8 Close	Prob	Prob %	Expected	Previous	F8 Close	Prob	F8 Close	Exist.	Exist.
Investor 1	North America				5 - Very High	85%			1 - First close	6 - Completed	85%			1 - First close	upgrade		+2	
Investor 2	North America				1 - Very Low	85%			1 - Very Low	1 - Very Low	85%			3 - Third Close				
Investor 3	Middle East				1 - Very Low	85%			3 - Final close	1 - Very Low	85%			3 - Third Close				
Investor 4	Middle East				1 - Very Low	85%			3 - Final close	1 - Very Low	85%			3 - Third Close				
Investor 5	North America				1 - Very Low	85%			3 - Final close	1 - Very Low	85%			3 - Third Close				
Investor 6	South America				1 - Very Low	85%			3 - Final close	1 - Very Low	85%			3 - Third Close				
Investor 7	South America				1 - Very Low	85%			2 - Second Close	1 - Very Low	85%			F8 close downgrade				
Investor 8	South America				1 - Very Low	85%			2 - Second Close	1 - Very Low	85%			F8 close downgrade				
Investor 9	South America				1 - Very Low	85%			2 - Second Close	1 - Very Low	85%			F8 close downgrade				
Investor 10	South America				1 - Very Low	85%			2 - Second Close	1 - Very Low	85%			F8 close downgrade				
Investor 11	South America				1 - Very Low	85%			2 - Second Close	1 - Very Low	85%			F8 close downgrade				
Investor 12	Middle East				1 - Very Low	85%			3 - Final close	1 - Very Low	85%			3 - Third Close				
Investor 13	South America				1 - Very Low	85%			0 - Undetermined	1 - Very Low	85%			F8 close downgrade				
Investor 14	South America				1 - Very Low	85%			3 - Final close	1 - Very Low	85%			F8 close downgrade				
Investor 15	North America	13			5 - Very High	85%			3 - Final close	5 - Very High	85%			3 - Third Close				
Investor 16	Europe				2 - Low	85%			3 - Final close	2 - Low	85%			3 - Third Close				
Investor 17	South America				5 - Very High	85%			2 - Second Close	5 - Very High	85%			3 - Third Close				
Investor 18	North America	2			5 - Very High	85%			2 - Second Close	5 - Very High	85%			3 - Third Close				
Investor 19	Europe				2 - Low	85%			3 - Final close	2 - Low	85%			3 - Third Close				
Investor 20	Asia				4 - High	85%			3 - Final close	4 - High	85%			3 - Third Close				
Investor 21	North America				3 - Medium	85%			3 - Final close	3 - Medium	85%			3 - Third Close				
Investor 22	North America				2 - Low	85%			3 - Final close	1 - Very Low	85%			3 - Third Close	downgrade	F8 close downgrade		
Investor 23	Europe	10			4 - High	85%			3 - Final close	4 - High	85%			3 - Third Close				
Investor 24	North America				2 - Low	85%			3 - Final close	2 - Low	85%			3 - Third Close				
Investor 25	North America				1 - Very Low	85%			3 - Final close	1 - Very Low	85%			3 - Third Close				
Investor 26	North America				1 - Very Low	85%			3 - Final close	1 - Very Low	85%			3 - Third Close				
Investor 27	North America				1 - Very Low	85%			2 - Second Close	1 - Very Low	85%			3 - Third Close				
Investor 28	Asia				5 - Very High	85%			2 - Second Close	5 - Very High	85%			3 - Third Close				
Investor 29	Europe	20			5 - Very High	85%			2 - Second Close	5 - Very High	85%			3 - Third Close				
Investor 30	Europe				5 - Very High	85%			2 - Second Close	5 - Very High	85%			3 - Third Close				
Investor 31	South America				5 - Very High	85%			1 - First close	5 - Very High	85%			1 - First close				
Investor 32	Africa				3 - Medium	85%			3 - Final close	3 - Medium	85%			3 - Third Close				
Investor 33	South America	7			5 - Very High	85%			1 - First close	5 - Very High	85%			1 - First close				
Investor 34	South America				5 - Very High	85%			1 - First close	5 - Very High	85%			1 - First close				
Investor 35	North America				3 - Medium	85%			0 - Undetermined	3 - Medium	85%			3 - Third Close				
Investor 36	South America				5 - Very High	85%			1 - First close	5 - Very High	85%			1 - First close				
Investor 37	South America				5 - Very High	85%			1 - First close	5 - Very High	85%			1 - First close				
Investor 38	Asia				2 - Low	85%			3 - Final close	2 - Low	85%			3 - Third Close				
Investor 39	Middle East	4			2 - Low	85%			3 - Final close	2 - Low	85%			3 - Third Close				
Investor 40	Europe				6 - Completed	85%			1 - First close	6 - Completed	85%			1 - First close				

Developed a weekly tracker to provide insights on fundraising process



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