



# FUNDRAISING & INVESTOR RELATIONS

## Online Training



This course will discuss all essential aspects of the relationship between GPs and LPs. Each step of the fundraising cycle is tackled with views from different parties involved in the process, including GPs, LPs and placement agents. The course offers a unique opportunity to learn from industry leaders via an interactive format.

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**“A great overview of the fundraising process and players’ perspectives. It was a very well organised course with a great amount of useful content and exceptional speakers.”**

**2020 Course Participant**

## SPEAKERS



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**Natacha Beaumont** is a Member of the Advisory Board of **Ubris/Quadrivium SA**. Natacha advises companies in venture capital, private equity and real estate. Her main areas of expertise are: Family Office, Governance / Boards, Corporate Finance, Strategy, Structuring, Financing and Management in various industries. Natacha co-founded the family office workshop at Invest Europe and is a Member of the Board of the Family Office Circle Foundation.



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**Cyril Demaria** is currently Partner in charge of Private Markets at Wellershoff & Partners, and Managing Director of two venture and growth capital funds. Formerly, he was CIO for private markets at UBS Wealth Management and for a multi-family office. Cyril is Affiliate Professor at EDHEC, lectures at EADA, and holds training for Invest Europe, France Invest and SECA. He authored six PE books, the best seller being "Introduction to private equity, private debt and private real assets" (Wiley, 3rd ed, 2019) translated in four languages.

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**Samuel Kay** is a Partner and Head of the Investment Funds Group at **Travers Smith**. He specialises in fund formation work for a wide range of private funds and is working with domestic and international mid-market private equity sponsors and managers on fundraising projects. He also works on secondaries transactions, carried interest arrangements and co-investment schemes, advising institutional investors on their participation in funds and co-investment programmes and internal restructurings.



**Tanya McHale** is Managing Director at **MVision**, which she joined at its foundation in 2001. She is involved with global origination, investor management, strategic advisory work and manages global fundraisings. Tanya is an experienced private equity professional with a background in Asia having studied and taught in Japan for over two years. Previously, Tanya was with Credit Suisse First Boston Bank and prior to this DLJ Phoenix Private Equity in London.



**Marc Roijackers** joined **Blue Sky Group** in 2010 as a Senior Fund Manager for alternatives. He is responsible for the origination and implementation of alternative investment strategies for Blue Sky Group clients. Previously, Marc was a Director of Corporate Finance at Deloitte Advisory Services and a Managing Director at Greenfield Capital Partners.



**Ingrid Teigland Akay** is a medical doctor and investment professional with background in healthcare, consumer goods and technology. She is founder and managing partner of the European VC fund management firm **Hadean Ventures**. Prior to starting Hadean Ventures, Ingrid served as a senior investment professional at London-based Inventages. During her investment career, Ingrid has invested into and supported start-up companies globally in different phases of development, from R&D to commercial stage.

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**“The access to highly qualified investors, fund managers and advisors was amazing!”**

**2020 Course Participant**

## PROGRAMME

### Wednesday, 2 June

16:00 - 16:30 CET Introduction of the speaker and participants

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16:30 - 17:30 CET Introduction to fundraising and fund marketing (1)

- How does an LP think?
- Sources of funding - the LP universe

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### Thursday, 3 June

9:00 - 9:50 CET Introduction to fundraising and fund marketing (2)

- Fund marketing strategy and the use of placement agents
- Documentation and due diligence
- Fund marketing and investor relations
- Legal aspects and the effects of regulation on the marketing strategy

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9:50 - 10:05 CET      BREAK

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- 10:05 - 10:55 CET      Preparing the field and setting the goal
- Target size, hard cap
  - Strategy definition, peer group
  - Performance & risk
  - Pre-marketing, active communication
  - Closing strategy (first, subsequent, “goodies”), timing
  - Choosing partners
  - Branding strategy
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10:55- 11:10 CET      BREAK

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- 11.10 - 12.00 CET      The fundraising process
- Documentation
  - Presentations
  - PPM & LPA
  - Due diligence pack
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12.00 - 12:30 CET      Elevator pitch practice

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12:30 - 14:00 CET      LUNCH BREAK

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- 14:00 - 14:50 CET      How do institutional LPs invest?
- Target allocation, top down and bottom up approaches, targets
  - Institutional investor mind-set: constraints, requirements and process (timeline, internal process, committees, etc.)
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14:50 - 15:10 CET      BREAK

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- 15.10 - 16.00 CET      How do unconstrained LPs invest?
- What is an FO, types of FOs
  - Asset allocation & investment strategies
  - Dealing with composite asset allocations
  - Managing behavioural factors (home bias, industry bias, etc.)
  - Handling liquidity requirements
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## Friday, 4 June

9.00 - 9.50 CET	Fundraising regulation - Introduction to legal considerations
9.50 - 10.00 CET	BREAK
10:00 - 10.50 CET	Fundraising regulation - Securities marketing laws - US, Middle East, Asia, Switzerland, overview of the EEA
10.50 - 11.00 CET	BREAK
11:00 - 12.00 CET	Fundraising regulation - Marketing in Europe - various models in detail
11:00 - 12.00 CET	Fundraising regulation - case studies
12.30 - 14.00 CET	LUNCH BREAK
14.00 - 16.00 CET	Putting it all together - a case study

## RELEVANT RESEARCH

Invest Europe Handbook of Professional Standards, April 2018  
Invest Europe 2017 Pan-European Private Equity and Venture Capital Activity  
Invest Europe AIFMD Implementation - Fund Marketing, December 2013  
Invest Europe AIFMD - 3rd Country, December 2013  
Invest Europe AIFMD Essentials 2013, July 2013

For a complete list of Invest Europe publications, just follow the [link](#).

**“I met interesting people and appreciated the update on the general fundraising and PE markets. The legal update was also very helpful.”**

**2020 Course Participant**

## REGISTRATION

Invest Europe member price: €1200  
Non-member price: €1660

For more information and to register for the course, just contact Elena Vasileva at [training@investeurope.eu](mailto:training@investeurope.eu).



TIME  
TO  
LEARN