The African Private Capital Association

Fundraising for GPs Specialist Masterclass

26th April 2024
SANDTON SUN HOTEL, JOHANNESBURG
BUSINESS SUITE 6

The Masterclass

Fostering successful relationships with investors is key to fundraising and fund management. The fundraising masterclass aims to equip fund managers with skills, strategies, and resources to navigate the fundraising process successfully. The masterclass focuses on strengthening fundraising initiatives of emerging and experienced fund managers by developing proficiencies to cultivate the required soft skills to improve stakeholder engagement. Tools and practices will be explored to elevate the fund manager investment preparedness for fundraising to attract institutional investors. Participants will gain valuable insights into effective pitching techniques, learn how to create compelling propositions and how to effectively communicate the value of their fund to potential investors. Effective stakeholder engagement is a cornerstone of success in private capital fund management. With an effective stakeholder engagement, firms can enhance their relationships with investors, portfolio companies, and other stakeholders, ultimately driving value and achieving sustainable long-term success.

Combining presentations, conversations, illustrative examples and group exercises, the sessions are designed to be interactive, allowing for a free flow of conversation among participants. A spirit of openness, inquisitiveness and engagement is encouraged throughout the sessions, as participants are invited to ask questions, make comments, share their experiences, and address their concerns at any time during the class. Numerous examples will be used, and some relevant case studies will be debated, building on actual events and circumstances, but disguising names as necessary for confidentiality reasons.

Agenda

8:30 AM – 9:00 AM **Registration**

9:00 AM – 9:15 AM **Welcome and Introduction**

9:15 AM – 10:45 AM **Module 1: *Understanding Your Investors***

We start by embarking on a journey to unravel the complexities of knowing and understanding fund investors and finding out about their investment strategies and requirements. We will explore ways to determine which investors to target for a given fund and how to investigate their preferences and assess their motivations. We will learn how to effectively segment and profile the investor base, identifying key characteristics, preferences, and investment criteria to tailor your fundraising strategies and communications. We will examine how to identify the decision-making procedure and timing of institutional investors to determine how and when to approach them in the fundraising process.

10:45 AM – 11:00AM **Refreshment break**

11:00 AM – 1:00 PM **Module 2: Communication Strategies and Messaging**

The session introduces the participants to the art of crafting compelling communication strategies and messaging frameworks that resonate with diverse investor audiences, articulating your fund's value proposition, competitive advantages, and alignment with investor goals.

Case: *Crafting Compelling Communication Strategies for Investor Engagement*

1:00 PM – 2:00 PM **Lunch break**

2:00 PM – 3:30 PM **Module 3: *Marketing Material and Due Diligence***

In this module we focus on marketing materials and due diligence as part of fundraising. We will explore the principles for a compelling pitch deck, and its structure and content, including how to present the team's track record and the fund's term sheet. We will learn how to tailor marketing collateral of pitch decks, offering memorandums, and investor presentations to resonate with diverse investor audiences, highlighting key performance metrics, case studies, and differentiation factors. Additionally, participants will gain insights into the due diligence process from the investor's perspective, understanding the critical factors investors consider when evaluating fund opportunities. By mastering these skills, participants will be equipped to navigate the fundraising landscape with confidence and sophistication, ultimately driving successful capital raises for their private capital funds.

3:30 PM – 3:45 PM **Refreshment break**

3:45 PM – 5:00 PM **Module 4: *Strategic Stakeholder Engagement: Building Lasting Partnerships for Sustainable Growth***

In this session we will explore the art and science of strategic stakeholder engagement of fund management firms. We will take participants on a deep dive into the intricacies of building and nurturing meaningful partnerships with a diverse array of stakeholders, from investors and portfolio companies to regulatory bodies and community organizations. Participants will learn how to identify and prioritize key stakeholders, assessing their interests, needs, and influence on the firm's operations and objectives. We will address how to develop effective communication strategies tailored to different stakeholder groups, leveraging diverse channels and messaging frameworks to foster transparency, trust, and alignment. We will explore best practices for managing investor relations, from fundraising and reporting to addressing inquiries and concerns, ensuring a harmonious and constructive dialogue with LPs and other financial stakeholders.

5:00 PM – 6:15 PM **Module 5: *Practical aspects of fundraising***

In this session we will tackle some of the practical aspects of the fundraising process, addressing participants' questions and concerns. It will include guidance on how to set-up and populate a well-organized and safe data room, how to organize effective due diligence visits, how to approach and manage the operational due diligence, and if/when to engage a placement agent.

6:15 PM – 6:30 PM **Wrap-Up, Feedback and Conclusion**