

SCORECARD



Fundraising Readiness Scorecard for Alternative Fund & Asset Managers

By Florence His
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ABOUT THE AUTHOR



Florence leads Business4People, an advisory, marketing, coaching, and investor relations platform she founded in Paris to support mission-driven founders and impact investors internationally.

She also heads Marketing & Impact Investment at Crito Capital, a boutique placement agent headquartered in New York with presence in London and focused on providing advice and capital raising services to small/mid-cap private fund managers and companies in the US, Europe, and emerging markets.

Finally, she serves as mentor, faculty & Global Partner at the Entrepreneurs Institute, a leading entrepreneur education group on a mission to empower and inspire entrepreneurs to follow their flow, and as Advisor at Insaan Group, a boutique impact investment charity allocating philanthropic capital to tackle poverty.

Florence spent over 17 years in the investment, private equity, M&A, and risk management functional disciplines leading multidisciplinary teams prior to embracing the entrepreneurial path. She holds an undergraduate degree in organizational psychology from Yale University, an MBA from the University of Virginia's Darden School of Business Administration, and a Masters degree in Sustainable Studies from the International Institute of Management in Paris. Florence speaks six languages and is a citizen of the world.



01 ACTIVATING THE SUCCESS PATH

Fundraising Readiness Scorecard

We designed a self-assessment (beta) tool for alternative managers in our community, interested in assessing their level of preparedness with respect to upcoming capital raises. And, recently launched it more publicly under its beta version.

Individual success paths that might be envisioned after taking stock of the assessment's scores vary widely, depending on where each manager stands on his/her and/or fund/firm development trajectory and maturity.

Designing a success path is a highly contextual, quantitative, and qualitative exercise that requires a dynamic (iterative) and case-by-case approach so that it remains relevant and effective.

The fundraising value cycle framework as illustrated hereafter will naturally provide valuable insights about the areas of improvement and next steps that could be considered to progress on any given success path. *However, managers should consider* their findings through the lenses of their individual circumstances and objectives, as well as be prepared to follow through, with appropriate planning and execution, to activate the framework's full potential.



Scorecard Guidelines

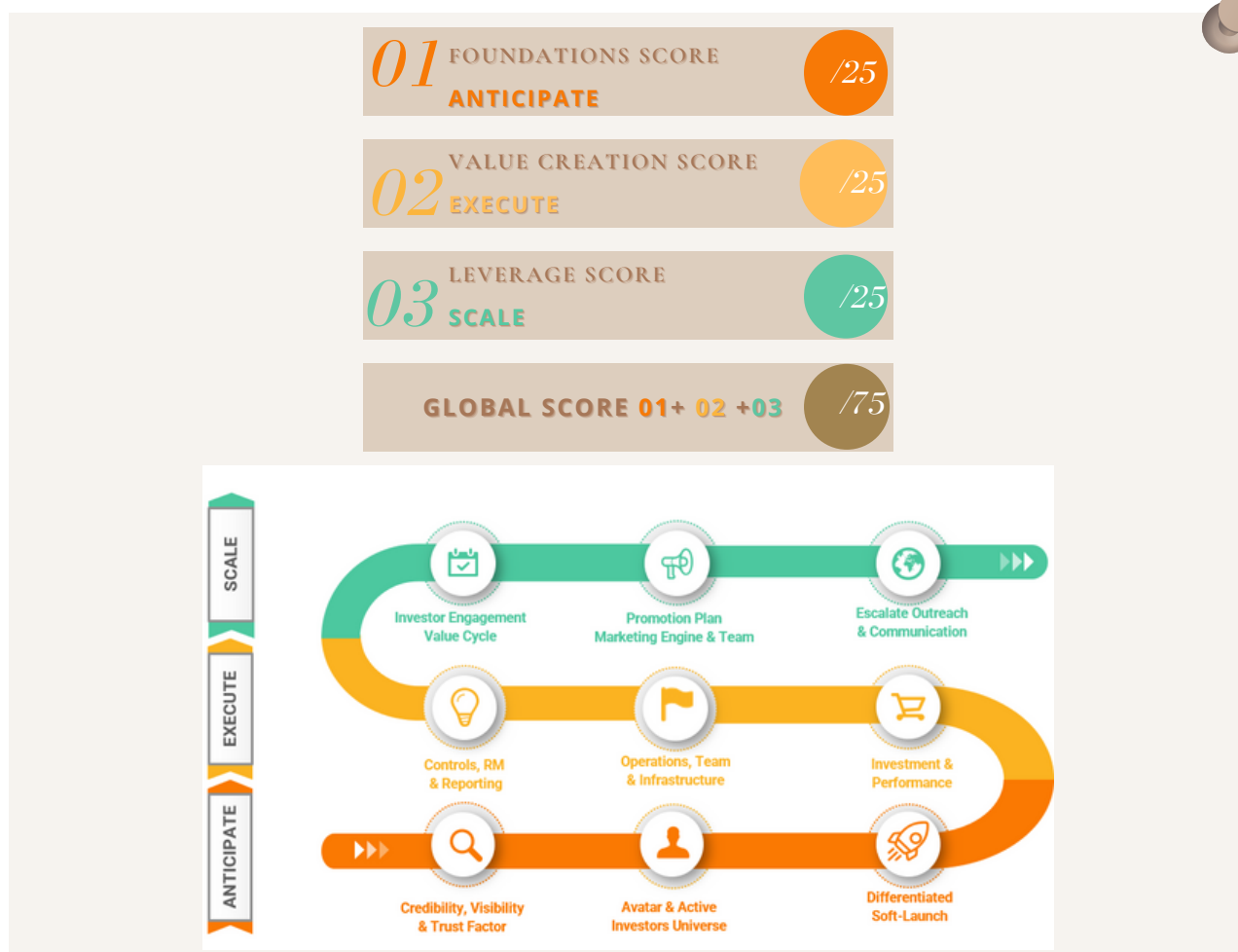
The scorecard framework consists of three sections containing 5 statements each that will reflect more or less accurately your organization's current *situation*. Please situate yourself (on a scale from 0 to 5) using the 3 assessment forms provided (on pages 3, 4, and 5).

On a scale from 0 to 5, **0 meaning "NOT AT ALL"** and **5 meaning "YES COMPLETELY"**, assess the relevance of each statement for each section, as it applies to your organization.

So, What does your organization need to work the most on?

Sum up all the numbers circled at the bottom of each section (on pages 4, 5, 6) and also calculate your global score (adding the scores for all 3 sections). Insert your 4 scores in the dashboard appearing below to gain more insights about where you stand on the fundraising value cycle.

On the "Roadmap to Mission Accomplished", page 6 locate the circle where your global score belongs and find more insights about what to focus on next.



01 FOUNDATIONS: ANTICIPATE

Grade the relevance of each statement for your organization on a scale from 0 to 5.
Zero meaning "NOT AT ALL" and Five meaning "YES, COMPLETELY".

WE CLEARLY COMMUNICATED IN THE MARKET ABOUT OUR
FUND WELL-DIFFERENTIATED COMPETITIVE POSITION & 5 TO
10 YEAR VISION FOR OUR BUSINESS



WE DETERMINED THE CAPITAL NEEDED TO EXECUTE OUR
INVESTMENT STRATEGY, TESTED THE MARKET'S APPETITE
AND VALIDATED THAT ENOUGH CAPITAL COULD BE RAISED



WE HAVE/WILL GET SUFFICIENT FUNDING TO SUPPORT OUR
BUSINESS STRUCTURE'S NEEDS GIVEN OUR FIRM'S BRAND &
TEAM'S RECOGNIZED THOUGHT LEADERSHIP IN THE MARKET



WE KNOW WE CAN EXECUTE OUR INVESTMENT STRATEGY
WITH OUR TEAM AND RESOURCES OR IDENTIFIED TALENTS
AND RESOURCES WE WILL BE ABLE TO MOBILIZE SHORTLY



WE TESTED OUR FUND OFFER, PRESENTATION MATERIALS TO
GAUGE MARKET TRACTION & INVESTORS' APPETITE. WE
PROFILED INVESTORS AND KNOW INVESTMENT MODALITIES



FOUNDATIONS SCORE

How is your organization doing?

Sum up page circled numbers and insert the result here :
And also into the Dashboard Page 2

25

02 VALUE CREATION: EXECUTE

Grade the relevance of each statement for your organization on a scale from 0 to 5.
Zero meaning "NOT AT ALL" and Five meaning "YES, COMPLETELY".

EXECUTION IS KEY. WE CAN DEMONSTRATE HOW OUR
INTERNAL & EXTERNAL OPERATIONAL PROCESSES, SYSTEMS,
INFRASTRUCTURE & TEAM WILL DELIVER ON OUR PROMISES



OUR STANDARD INVESTMENT DECISION-MAKING PROCEDURE
IS FULLY DOCUMENTED. ESG & DEI POLICIES ARE EMBEDDED
IN OPS & INVESTMENT AND WE MEASURE & REPORT KPIS



WE ESTABLISHED A FORMAL PIPELINE (SOURCING) OR
RESEARCH PROCESS (AS APPLICABLE) AT OUR FIRM WHICH IS
FULLY DOCUMENTED, UNDERSTOOD & SHARED INTERNALLY



CONTROLS (CYBERSECURITY, DATA STORAGE, MANAGEMENT)
RM & REGULATORY, PERFORMANCE REPORTING SYSTEMS
(TRANSPARENCY, DISCLOSURE) ALL MEET THE STANDARDS



WE CAN PRESENT A RELEVANT (PORTABLE, AUDITED, 3Y MIN)
TRACK RECORD FROM PRIOR VINTAGES OR INDIVIDUAL KEY
TEAM MEMBERS, FIRM ACCOUNTS & CUSTOMARY MATERIALS



VALUE CREATION SCORE

How is your organization doing?

Sum up page circled numbers and insert the result here :
And also into the Dashboard Page 2

/25

03

LEVERAGE: SCALE

Grade the relevance of each statement for your organization on a scale from 0 to 5.
Zero meaning "NOT AT ALL" and Five meaning "YES, COMPLETELY".

WE FEEL CONFIDENT, CLEAR, HEARD WHEN ARTICULATING OUR MESSAGE & PRESENTING, COMMUNICATING OUR FUND OFFERING TO POTENTIAL INVESTORS. WE USE VIDEO ALSO



OUR PROMOTION PLAN (CALENDAR, ACTION STEPS, TEAM, FULL INVESTORS' FUNNEL) IS FINALIZED. WE ARE READY TO ROLL OUT OUR MARKETING ENGINE & AMPLIFY SALES PUSH



A TEAM MEMBER IS DEDICATED TO THE FUNDRAISING FUNCTION, IN ADDITION TO KEY MANAGEMENT TIMELY INVOLVEMENT & IR* STAFF @PLATFORM EXPANSION* STAGE



OUR INVESTORS' ENGAGEMENT VALUE CYCLE (PROCESS, STEPS, RESOURCES) FROM NURTURING, DD, TO CONVERSION, ONBOARDING & ONGOING IR, IS ORGANIZED & EFFECTIVE



WE HAVE HIRED/ARE CONSIDERING HIRING A PLACEMENT AGENT TO SUPPORT US WITH OUR FUNDRAISING EFFORTS AT THIS STAGE



LEVERAGE SCORE

How is your organization doing?

Sum up page circled numbers and insert the result here :

And also into the Dashboard Page 2

25/25

ROADMAP TO MISSION ACCOMPLISHED

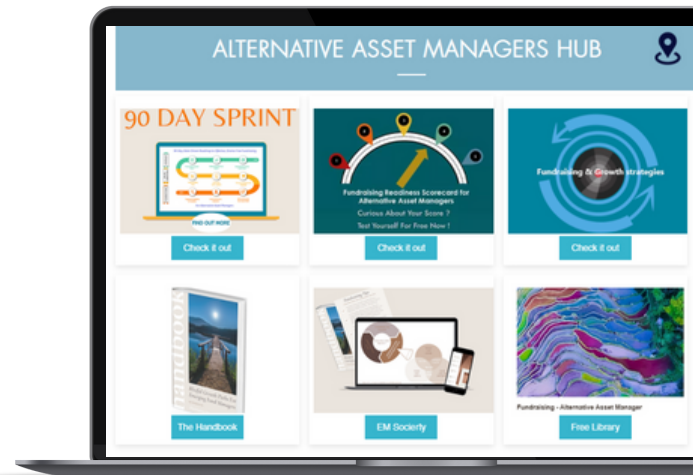
Locate where the global score puts you on the roadmap to reaching your targeted capital raise, prioritize which scorecard's section to focus on, and look for a Sherpa to guide you ... There's a reason climbers equip themselves with tools, training, and an experienced guide to ascend Everest. To do otherwise dramatically reduces chances of success (and survival). Whilst we are not suggesting capital raising is as challenging as climbing Everest, a successful fundraiser, can be just as life-changing for the well-prepared managers. Like experienced climbers who know never to underestimate Sagamatha (goddess of the sky, Nepal), we wouldn't recommend going it alone on a fundraiser, especially if it's your first.



02 RESOURCE LIBRARY

01 ALTERNATIVE ASSET MANAGERS HUB

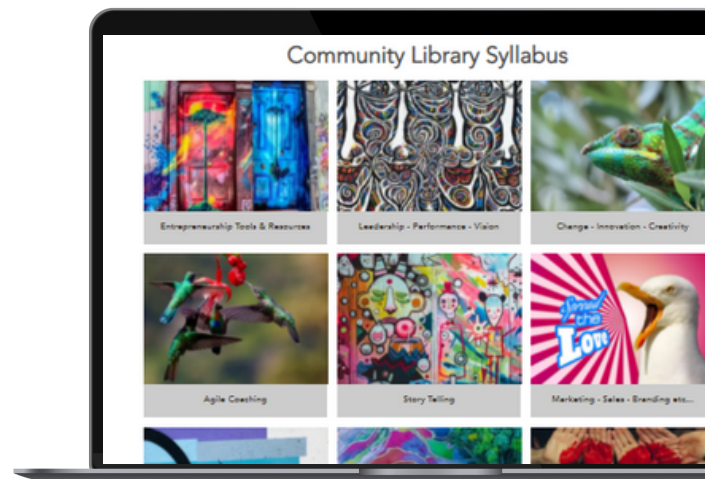
VISIT US



02 LIBRARY AND RESOURCES COACH4PPOL.COM

Resources for entrepreneurs and fund/asset managers

VISIT US



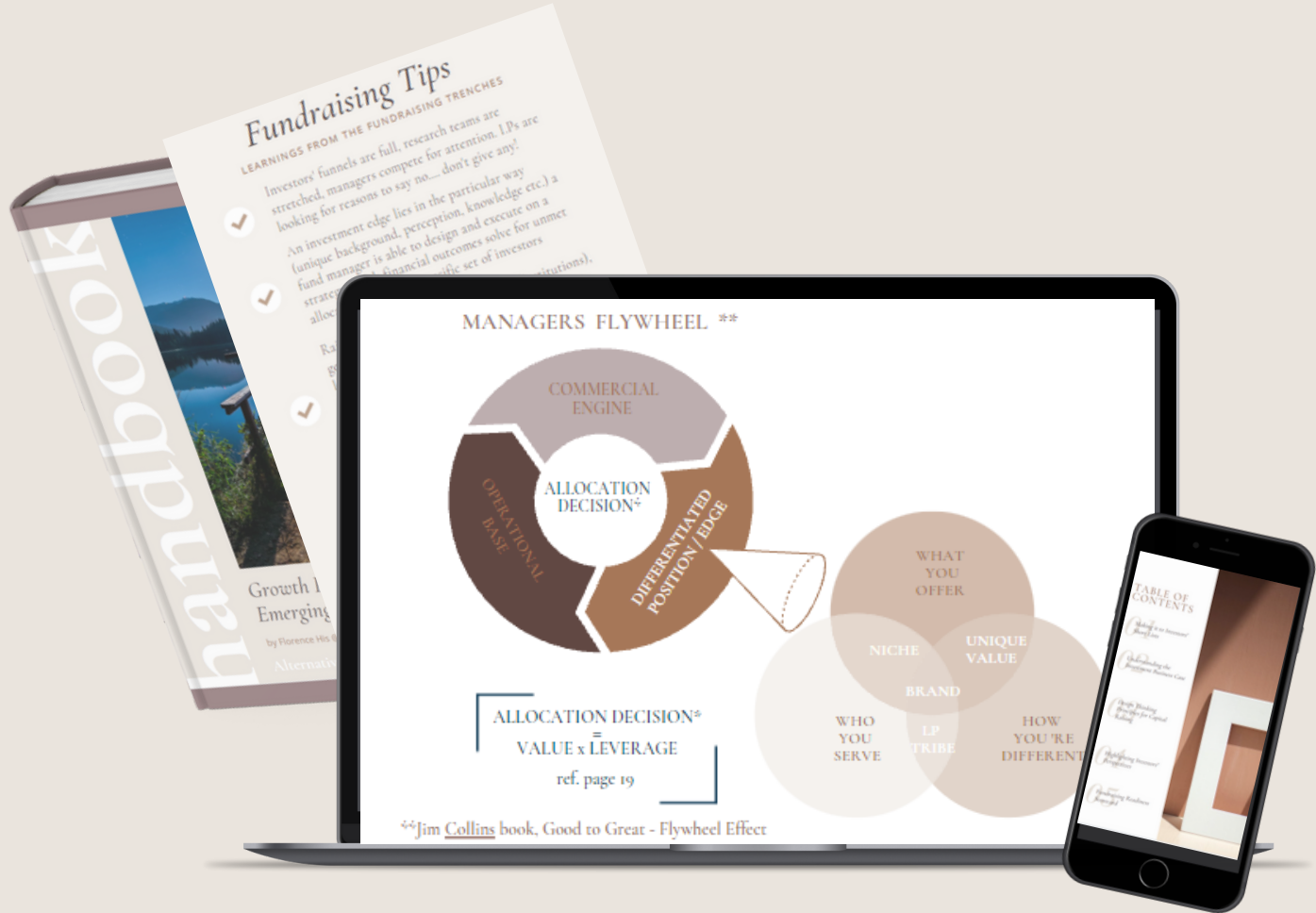
DO YOU NEED MORE?

We support emerging and developing Alternative Fund/Asset Managers who intend to make use of a variety of non-traditional frameworks, competencies, and tools borrowed from other industries and fields of knowledge, we will introduce them to, so they can design genuinely differentiated investment offers, create relationship-centric and data-driven fundraising roadmaps, and carve unique growth pathways that will naturally attract their intended partners, let them express their talents and thus contribute to bringing forth a more diverse, sustainable and rewarding investment ecosystem and society.

Find out more about how we may be able to support you on your personal journey.

READ MORE

*See you on the
inside !*

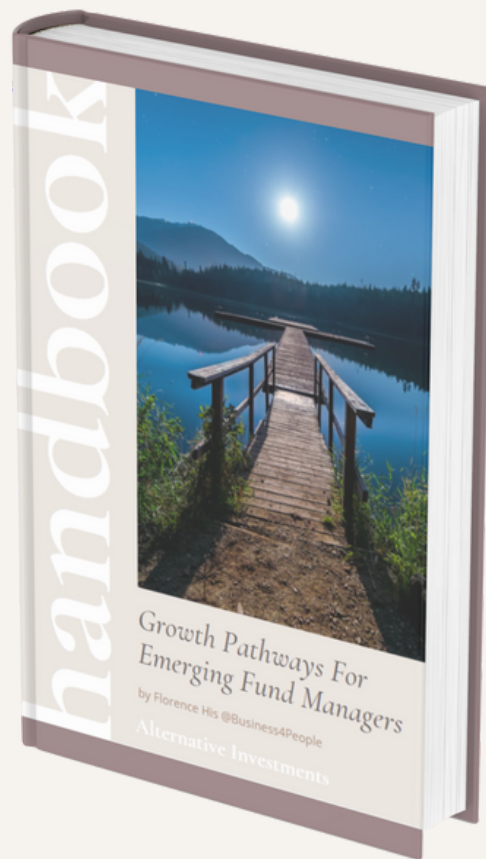


ALTERNATIVE EMERGING MANAGERS SOCIETY

A LEARNING COMMUNITY FOR AGILE EMERGING MANAGERS LOOKING TO BUILD
HIGHLY DIFFERENTIATING MARKET POSITIONS SO THEY CAN STAND OUT FROM
THE COMPETITION, ATTRACT THE RIGHT PARTNERS AND GROW SUSTAINABLY

COMING SOON

JOIN YOUR TRIBE



Thank you!

Growth Pathways for Emerging Fund Managers, in Alternatives

We designed this Handbook with care to share our experience and sincerely hope it will guide you on your pathway to growth.

To your unbound success!

Florence His

FUNDRAISING STRATEGIST | BUSINESS COACH | ENTREPRENEUR

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