

# Fundraising Harder Than Ever For Emerging Managers

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**No prerequisites are required**  
**No advance preparation is required**



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# OUR FEATURED PANELISTS

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# About



**Akram & Associates is a full-service accounting firm providing assurance, advisory, and tax services for the financially savvy, especially hedge funds & cryptocurrency funds.**



**Talpion Fund Management LP is the New York based single family office founded by Henry Swieca in 2010 after building Highbridge Capital Management and ultimately selling it to JP Morgan.**



**Cap Intro Solutions is an innovative, outsourced capital introduction service that helps connect alternative asset managers with potentially interested investors.**

**The CIS team of seasoned and experienced professionals helps to increase manager exposure with high-net-worth investors and institutions (family offices, endowments, pensions, foundations, etc.).**



# Introduction

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In today's dynamic financial landscape, emerging fund managers face exceptional fundraising challenges. With increasing competition and heightened investor scrutiny, locking capital has never been more complex. Join us for an insightful webinar where we delve into the current US market hurdles and uncover effective strategies to navigate this tough fundraising environment. Discover how to position your fund for success in economic uncertainties and evolving investor expectations.

# What Defines Emerging Managers?

- **Emerging Managers:**

- New or relatively inexperienced fund managers
- Typically, less than 18-24 months in operation
- They have developed new/innovative and niche strategies
- Less than 100 million in AUM

# Current Fundraising Landscape

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- **Increased Competition:**

- Growing number of fund managers
- More established players entering new niches
- New and innovative products from exchanges, ETF creators and well-established brokerage firms.

- **Investor Preferences:**

- Higher expectations for track record and performance
- Increased scrutiny on transparency and governance
- Ability to handle larger amounts of capital





# **POLLING QUESTION**

# Which of the following statements best describes an emerging manager?

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- a) A fund manager with over 10 years of experience
- b) A relatively new fund manager with innovative strategies and less than 3-5 years in operation
- c) A well-established fund manager entering a new market niche

# Key Challenges Faced

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- **Economic Uncertainty:**

- Market volatility
- Inflation and interest rate fluctuations
- Global Macro issues such as war

- **Regulatory Changes:**

- Evolving compliance requirements
- Increased regulatory scrutiny

- **Limited Access to Capital:**

- Reduced availability of anchor investors
- Difficulty in attracting institutional capital



# **POLLING QUESTION**

# What is one of the key challenges faced by emerging fund managers in the current fundraising landscape?

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- a) Abundance of anchor investors
- b) Increased market volatility and economic uncertainty
- c) Reduced regulatory scrutiny

# Investor Behavior Trends

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- **Risk Aversion:**

- Preference for established funds with proven performance

- **Due Diligence:**

- More rigorous assessment processes
- Increased focus on fund governance and operational controls

- **Demand for Differentiation:**

- Emphasis on unique value propositions and market positioning
- Investors favor funds leveraging AI and technology for superior returns, and competitive advantage.

# Strategies for Emerging Managers

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- **Build a Strong Track Record:**

- Focus on delivering consistent performance
- Leverage any past successes or niche expertise

- **Enhance Transparency:**

- Provide clear and detailed reporting
- Build trust through open communication

- **Network Strategically:**

- Develop relationships with potential investors
- Attend industry events and conferences

- **Leverage Technology:**

- Utilize data analytics for better decision-making
- Enhance operational efficiency with technology





# **POLLING QUESTION**

# What strategy is recommended for emerging managers to build trust with investors?

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- a) Network Strategically
- b) Leverage Technology
- c) Enhance Transparency

# Future Outlook

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- **Emerging Trends:**

- Growth in niche investment strategies
- Increased use of alternative data for decision-making

- **Opportunities:**

- Potential in underserved sectors or regions
- Collaboration with larger firms or strategic partners



# **POLLING QUESTION**

# Which of the following is an emerging trend in investment strategies?

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- a) Decline in niche investment strategies
- b) Growth in niche investment strategies
- c) Reduced use of alternative data for decision-making

# Conclusion

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Emerging managers are surely feeling the pinch in today's tough fundraising scene, with intense competition and high investor expectations making things even harder. To really make a mark, it's essential to adapt strategically and embrace innovation. Focus on building a solid base and leveraging what makes you stand out. Keep an eye on market trends and investor preferences to stay ahead and boost your chances of success in this challenging landscape.



# THANKS FOR LISTENING



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