

Johnson & Company

14 Years As the ONLY Marketing + Fundraising Specialist Exclusively For “Sub-Institutional” & “Smaller Emerging” Managers

“THE MARKETING ALPHA SESSION”

“NO BS” ♦ NO PROPAGANDA ♦ NO HYPE

THE difference between success and failure Fundraising is “MARKETING”, especially for “sub-institutional” (\$0-\$100 million AUM) and “smaller emerging” managers:

INFORMATION ♦ INSIGHT ♦ INTELLIGENCE ♦ INSTRUCTION ♦ INTENSITY ♦ EXECUTION



This is NOT a “masterclass”, “boot-camp”, “seminar”, “workshop”, “conference” or “event”.

ATTENDANCE IS COMPLIMENTARY

SESSIONS ARE STRICTLY LIMITED TO 8 MANAGERS. IN-PERSON ATTENDANCE ONLY

**Fundraising is NOT a competition
for assets based on investment
performance.**

**Fundraising is a competition for
TRUST, which is driven by
MARKETING = Consistent,
Appropriate “Investor-centric;
Prospect-specific” engagement.**

"MARKETING ALPHA": IT'S NOT VITAL; IT'S MANDATORY.

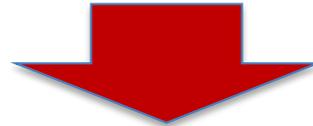
**THE FACTS OF MARKETING + FUNDRAISING FOR "SUB-INSTITUTIONAL"
(\$0-\$100 million AUM) and "SMALLER EMERGING" MANAGERS.
PERFORMANCE DOES NOT RAISE ASSETS.**

"Firms lacking a high-quality sales and marketing strategy struggle to attract assets and face a higher probability of shutting down".

Source: Agecroft Partners - Top hedge fund industry trends

"Performance is of secondary importance to perceived safety and reduction of headline risk. A high-quality product and strong historical returns are not enough for small managers to attract assets. They need an effective sales and marketing strategy. Managers must realize high-quality marketing is a critical element of survival and success".

**Source: Don Steinbrugge, Founder and CEO of Agecroft Partners
13 years in a row as Hedge Fund Marketing Firm of the Year by Hedgeweek and/or HFM**



"81% of smaller managers do not have a formal marketing process" Source: AIMA/COWEN

**"27% OF SUB-\$100 MILLION AUM HEDGE FUNDS DO NOT INVEST IN MARKETING".
Source: AIMA/COWEN**

"76.4% of hedge funds "tap out" their entire investor network within one year" Source: KPMG

**"+50% OF HEDGE FUNDS CLOSE DOWN WITHIN 3 YEARS OF INITIAL LAUNCH".
Source: Goldman Sachs Prime Services**

**"+50% of first-time managers that raised funds 2019-2021 will not be able to raise a second fund. Emerging Managers saw total capital raised decline to \$17 billion in 2024 from \$64 billion in 2021. In 2025, emerging managers have only raised \$4.7 billion".
Source: Pitchbook**

There is too much "BS" about marketing + fundraising for "sub-institutional" managers.

Most "sub-institutional" and "smaller emerging" managers that want to raise assets as well as those who may want to start a fund attend "capital raising events", virtually or in-person, such as a "masterclass", "boot-camp", "seminar", "workshop" or "conference".

These "events" often feel like a "big party", with "cocktails, networking, industry insights, "expert opinions + secret hacks" to reach investors plus the promise lots of family offices and allocators will attend some have a "popular or well-known motivational speakers".

But more often than not, these "events" are "service provider heavy" i.e. filled with individuals and firms trying to sell services rather than REAL "investors", particularly "legitimate single family offices (SFOs)". Research shows few private wealth investors attend "conferences & events". The vast majority have "established networks and relationships" to identify managers. In fact, the data from AIMA shows "personal networks and relationships" are the primary and most powerful resources for such investors to identify managers. Further, private wealth (family offices, ultra high net-worth individuals/families and their advisors), places high value on exclusivity, confidentiality, security and privacy. As a result, they are extremely selective when considering "event attendance" in any form.

THE BOTTOMLINE:

These "events" **deliver a lot of "BS"** and do not equip or prepare "sub-institutional" and "smaller emerging" managers to succeed raising assets with the required **"real-world actionable intelligence"** with "manager-specific" insight. They frequently provide a poor or incorrect view of marketing and fundraising that leads to unrealistic and false expectations for smaller managers attempting to raise assets. They promote improvisational, inappropriate, inconsistent and ineffective marketing that is THE source of critical mistakes that lead to persistent failure raising assets for almost every smaller manager.

FUNDRAISING SUCCESS DEMANDS ELIMINATING THE "BS".

WHAT IS THE “MARKETING ALPHA SESSION”?

There is too much “BS” about marketing + fundraising for “sub-institutional” managers: AUM less than \$100 million.

“Sub-institutional” managers must have clear “manager-specific” insight about the “real-world” multi-factor qualitative and quantitative requirements of fundraising.

A “no-nonsense” intense session that “eliminates the BS” and answers all the questions with the “fact-based candor” essential for “sub-institutional managers to become prepared and equipped to succeed raising new assets as well as retaining and expanding AUM in a hyper-competitive and crowded fundraising climate from investors, allocators & intermediaries who are highly risk-averse, hyper-skeptical, idiosyncratically demanding and stringently selective.

Lack of candor is a “success killer”. PERIOD.

The critical component of “The Marketing Alpha Session” is CANDOR.

No small manager should operate without CANDOR.

CANDOR, demands “education before execution”, that eliminates the “BS” about marketing and raising assets that leads to mistakes that result in failure fundraising.

CANDOR supported by high-integrity research + data is the source of realistic expectations and eliminates the magical thinking many small managers may have about their ability to raise assets, the length of time it takes to raise assets and the real costs as well as hard work, focus, intensity and commitment required marketing and raising assets.

No B.S. No Hype. No Selling = Just the real-world of Marketing + Fundraising

Why Attend “The Marketing Alpha Session”?:

Every aspect of the session is fully-supported by independent, verified data = **“FACT-BASED EXECUTION”**.

The data clearly shows the majority of new and smaller managers (\$0-\$100 Million AUM) chronically struggle with FUNDRAISING despite having “PERFORMANCE”.

89% of all hedge funds NEVER reach \$100 Million AUM

(Source: The Performance of Emerging Hedge Fund Managers SSRN)

The majority of new and smaller managers are traders, analysts or bankers with little sales training and few marketing skills. As a result, marketing and sales tend to be “a bunch of uncoordinated, inappropriate and ineffective activities” = Constantly “pitch performance”, “posting performance + content on platforms, databases + social media” and “attending conferences”.

Those “activities” are often done without PROCESS: NO structure, focus and discipline.

Equally important, most new and smaller managers make little to no actual investment in marketing.

“27% OF SUB-\$100 MILLION AUM HEDGE FUNDS DO NOT INVEST IN MARKETING”.

Source: AIMA/COWEN

THE BOTTOM-LINE:

With little marketing experience and limited sales skills, minimal investment in marketing and no “formal” marketing process supported by high-integrity data, the result:

Chronic struggle with marketing and failure raising assets despite “EXCEPTIONAL PERFORMANCE”.

**For “sub-institutional” and “smaller emerging” managers:
THE difference between success and failure FUNDRAISING is “MARKETING”.**

“THE MARKETING ALPHA SESSION”: (9am - 3pm)

INFORMATION ♦ INSIGHT ♦ INTELLIGENCE ♦ INSTRUCTION ♦ INTENSITY ♦ EXECUTION

IN-PERSON ATTENDANCE ONLY: NO VIRTUAL OR ONLINE OPTION OFFERED.

- D.O.M.I.N.A.T.E. – The Marketing Process To Consistently Raise Assets!
- Understanding and executing the “6-steps” in the allocation pathway.
- PROCESS is The “New” Performance: The articulation of enterprise-wide process execution for alpha.
- DATA: The goldmine for marketing and success raising assets.
- 4-Quadrant Profiling (4QP): The master key to organically build relationships and the marketing pipeline.
- The #1 Rule of Consultative Engagement: “Prescription Before Diagnosis is Malpractice!”
- Negative Selection: How the operational execution blueprint impacts raising assets
- Emerging Managers: The Fundraising Landscape For Women and Minority-Owned Firms.
- The RFP Process: Manager selection within the institutional segment.
- Manager Databases and Platforms - “Post & Hope!”: Do they deliver results?
- ODD-ready! How to minimize, compress and pass operational due diligence.
- Collateral and content development: One size DOESN’T fit all!
- The Monthly Comment: Does it get read? or Go in the garbage?!
- Learn the communication style to build trust and long-term relationships of conviction.
- Use emotional intelligence to effectively navigate the allocation pathway.
- Understand the dynamics of family offices and private wealth to navigate complex relationships.
- Your Target Market: Knowing your geographic and relational footprint (GRF).
- From Insti’vidual’ to Institutional: The marketing process and the fund adoption curve.
- Thought Leadership: The key to optimize visibility, awareness & relationships.
- Private Wealth: The Psychology of Ultra High Net-Worth Individuals, Families & Family Offices
- Avoiding the “Field of Dreams” mentality: “If YOU build it, THEY won’t come!”
- Marketing in Crisis, Chaos, Conflict & Change: Know the CLIMATE and Understand the CONTEXT to “CLOSE”.
- Skills Pay The Bills!: How to “engage” appropriately to build TRUST and achieve CONVICTION.
- EQ > IQ: Using your “Emotional Quotient” (EQ) to build stronger relationships and raise assets.
- STOP PITCHING! START PRESENTING!: PROFILE - PREPARE – PRESENT
- “INVESTOR-CENTRIC”: Know the CLIMATE; understand the CONTEXT.
- “PROSPECT-SPECIFIC” Engagement: The RIGHT Person, the RIGHT Story at the RIGHT Time.
- Conversation Points: Creating prospect-specific conversation modules.
- Scripting - The Conversation Checklist: Building your prospect conversation script.
- The Art of Conversation: Enhancing persuasion skills: Knowledge, Skill, Discipline and Practice.
- High Impact Email: No to “Spray & Pray”!
- Creating a differentiated and exceptional prospect engagement experience.
- Intermediation: Converting an adversary to an ally - How to engage consultants and external advisors.
- “Centers of Influence, Introductions & Endorsements” (COI3): How to “receive” introductions and endorsements that catalyze word-of-mouth within appropriate investor segments.
- “Con conversationally” qualify: How audio and visual acuity increases trust and conviction.
- On the Road Again!: The proper use of events & external activities.

- Close Encounters of the 3rd Kind: Third Party Marketers & Placement Agents - Limitations & Managing Expectations.
- Don't get CON'D! Why CON-ferences are a waste of time and money for small sub-institutional managers!
- De-CAPitated! - How to work efficiently and effectively with prime broker cap intro.
- "The 7 Elements of Style" – Avoid fatal marketing mistakes
- raising assets.
- Perfecting The Presentation: The 12 Maximum Impact Prospect Engagement Tactics.
- S.M.A.R.T Engagement: How to save time and money as well as protect yourself raising assets.
- Measurement: Marketing Metrics Matter! - Get Answers. Manage Actions. Achieve Results.
- Intermediation (consultants + gatekeepers): Adversaries? Allies? Advocates? Behavioral drivers, structural issues and engagement.
- "Going Institutional" - The critical elements to attract institutional assets.
- Vendor Selection: Service Providers -vs- Service Partners!
- Enhancing The Manager/Fund Profile: Operational Stability,
- Continuity, Consistency & Accountability.
- Seeding, Incubation, First-Loss and Acceleration Capital: Real Options or Hype?!
- LIGHTS! CAMERA! ASSETS?! – The use of social media and video.
- NO FREE LUNCH: The REAL cost of marketing and raising assets for new and smaller managers.
- Creating the marketing and fundraising budget to achieve your capital raising goals.
- How to reduce the cost of marketing, increase speed raising assets and momentum in AUM growth.

RAISING ASSETS + CONSISTENTLY GROWING AUM ARE THE MOST CRUCIAL CHALLENGES FOR “SUB-INSTITUTIONAL” (\$0-\$100 Million AUM) + “SMALLER EMERGING” MANAGERS.

MOST STRUGGLE + FAIL.

“MARKETING ALPHA”

The ONLY “PROCESS SESSION” strictly for “sub-institutional” (\$0-\$100 Million AUM) + “smaller emerging” managers.

“Sub-Institutional” and “smaller emerging” managers must be optimally-positioned, prepared, resourced and equipped with the “appropriate” marketing process and skills along with the candor, accountability, structure, focus, discipline and intensity required for the consistent high-level execution now mandatory to succeed raising assets.

“MARKETING ALPHA”: SUMMARY

- ❖ **Delivers the “REAL WORLD, DATA-SUPPORTED FACTS” about MARKETING + FUNDRAISING** for “sub-institutional” (less than \$100 million AUM) and “smaller emerging” managers with accurate information, objective insight, independent research, experienced frontline intelligence and personalized instruction to optimize raising assets for a new or smaller manager initial institutional fundraising.
- ❖ **Eliminates the “Marketing BS** Stops the struggle and failure raising assets + prevents wasted time, money and effort from inconsistent, inappropriate, improvisational and ineffective marketing by separating myth and reality as well as fact from fiction about what it REALLY takes for “sub-institutional” and “smaller emerging” managers to succeed fundraising.
- ❖ **Details Marketing and Fundraising Processes with Consultative Candor,** “Professionalize” the marketing process with candor, accountability, structure, discipline and focus. The “appropriate” marketing process for “sub-institutional” and “smaller emerging” managers is detailed step-by-step with “**NO BS**” for the manager to have a clear understanding of the ALL requirements of marketing + fundraising on a “manager-specific basis”.
- ❖ **Optimally Prepares, Equips and Positions “Sub-institutional” and “Smaller emerging” Managers To Succeed Raising Assets.** Catalyzes intelligent and informed “data-driven” marketing and fundraising process execution with the critical skills required to raise assets within private wealth and institutional segments for “consistent”, “appropriate” “investor-centric” and “prospect-specific” engagement with the high-impact required in a hyper-competitive, crowded capital raising climate filled with hyper-skeptical, stringently selective and idiosyncratically demanding investors, allocators and intermediaries.

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APRIL SESSIONS:

Austin: April 14 ♦ Chicago: April 16 ♦ Miami: April 21 ♦ NYC: April 23 ♦ SF: April 29

MAY SESSIONS:

Austin: May 12 ♦ Chicago: May 14 ♦ Miami: May 19 ♦ NYC: May 21 ♦ SF: May 27

ATTENDANCE IS COMPLIMENTARY

EACH SESSION LIMITED TO 8 MANAGERS.

IN-PERSON ATTENDANCE ONLY: NO VIRTUAL OPTION.

FOR PLACEMENT CONTACT: Bryan Johnson, Managing Partner: BRYAN@JOHNSN.COM

**For “sub-institutional” and “smaller emerging” managers fundraising:
THE difference between success and failure is “Marketing Alpha”.**

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