



## Price List for Fee-Based Services *(updated 4.5.09)*

### 1. Fundraising Consulting

Consulting services to funds typically include in-person and telephonic meetings to review one or several of the following aspects of fundraising preparation:

- Fund strategy and positioning: we interview hundreds of alternative asset funds each year, maintaining a good feel for market activity and the competitive landscape for fundraising.
- Competitive fund structure and deal terms: we meet with both private and institutional LPs ever day, hearing their feedback on terms, focus areas, and criteria for investment. We also maintain a proprietary database of current offerings which we can use to benchmark proposed terms.
- Marketing material optimization for flow, content and formatting: Powerpoints, Private Placement Memoranda and Executive Summaries. (Note, we do not prepare these materials, we provide objective review, critique and recommendations from the perspective of potential investors.)
- Presentation rehearsal and feedback, from the investor standpoint. Many fund presentations are initially derived from website or other presentations directed at entrepreneurs, and need to be rethought from the perspective of the investor audience.

Pricing for the above services: (plus out of pocket expenses)

- Full day on-site consulting (7:30 am – 5:30 pm): \$5000 (includes a normal amount of prep time and copies of proprietary templates) plus travel/other out of pocket expenses.
- Hourly consulting by phone: \$500/hour (billed for fund-specific preparation as well as call time; 1 hour minimum).

### 2. Premarketing Campaigns

The months prior to the launch of fundraising can provide a window to build anticipation and prequalify investors, making the actual fundraising timeline shorter and more cost effective. Premarketing programs can start 6-24 months in advance of fundraising. Activities include outreach list development, generation of newsletters and other status communiqués, staging of invitational fund update events, organizing speaking engagements for fund partners, and other exposure opportunities which may be curtailed during the actual marketing period. Pricing for a typical arrangement is \$2500-5000/month plus out of pocket costs.

### 3. Ongoing LP Relations

Well designed and consistently executed ongoing investor relations programs can dramatically improve the ease and effectiveness of future fundraising efforts. VC Privé works with the firm's existing accountants, CFO, partners and administrative staff to manage a professional, long term relationship-building communications program. Elements can include:

- Design and management of effective LP meetings, with compelling agendas and speakers and professional venues, maximizing investor response and impression.
- Design and production of written LP updates (announcements, newsletters).
- Maintaining LP contact databases.
- Triaging LP questions, feedback and concerns.

Pricing ranges from \$2500-7500 per month, depending on scope of responsibilities.

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For more information contact Laura Roden, Managing Director, VC Privé LLC, [Lroden@vcprive.com](mailto:Lroden@vcprive.com), 650.206.2523.