PRIVATE AND CONFIDENTIAL

Claymore Capital

# Raising Capital In the New Age

*A Guide to Fast and Efficient Fundraising in any Market, Industry and Geography*

2025

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# CAPABILITY

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# Institutional Private Placements & Capital Solutions

Structured financing for funds and operating companies

- Claymore Capital is a specialized placement agent focused on the sub-$100M fundraising market that's underserved by bulge bracket firms.
- We combine deep capital markets expertise* with comprehensive LP coverage to compress fundraising timelines and optimize terms.

We architect and execute private placements for:

**Investment Funds**
Seeking LP Capital

**Operating Companies**
Raising Institutional Funds

**GP-Led Secondaries**
and continuation vehicles

**Credit Platforms**
and specialty finance vehicles



*Investment Banking Services provided through Enclave Capital LLC, Member FINRA/SIPC

# Proven Placement Execution

Experience in mandates from $5M Series A rounds to $500M institutional funds, across growth equity, venture capital, and structured credit solutions

**$2B+**
Qualified Allocator Interest Generated

**150+**
Institutional Investor Meetings Delivered

**30-45**
Days To Initial Term Sheets

## ONGOING CLIENT MANDATES*

CAPITAL RAISE

*Technology-Focused Private Equity Fund*

We helped a specialized SF-based PE fund with deep enterprise software, healthcare and fintech expertise raise **$500-900M** in soft commits within 9 months.

CAPITAL RAISE

*Early-Stage Deep Tech Venture Fund*

Supporting a venture fund focused on AI, robotics, and frontier technology investments in their fundraising and LP engagement strategy.

CAPITAL RAISE

*Leading Healthcare Growth Equity Fund*

Advising a premier life sciences investment firm with $10B+ AUM on strategic initiatives and LP engagement.

CAPITAL RAISE

*Pre-Seed Technology Venture Fund*

Partnering with an early-stage fund that invests in technical founders building enterprise and developer-focused companies



** Details and verification as well as references are provided upon request.*

# Client Case Study

Technology-Focused Private Equity Fund

SAN FRANCISCO, CA

ABOUT

Based in SF, our client are leading investors and advisers to the defense, healthcare and industrial technology industries. Their team has decades of combined experience and strong relationships with global corporations, military divisions, research institutions and financial sponsors, and the firm's partners bring deep operational experience from C-level roles at Fortune 500 technology companies and successful exits.

OUR PROCESS

Our data-driven LP sourcing engine identifies and engages ideal investor profiles at scale.

**50,000+** Qualified Investors Reached

| $ VALUE OF PIPELINE | INVESTOR CALLS DELIVERED | QUALIFIED LPs ENGAGED | AVERAGE DEAL TIMELINE |
|---|---|---|---|
| **$2bn+** | **150+** | **300+** | **9 Months** |

INVESTORS ENGAGED

Adams Street

BANK OF AMERICA

KU THE UNIVERSITY OF KANSAS ENDOWMENT

جهـــاز الاستثمــــار العُمانـــي

Oman Investment Authority

Yale University ENDOWMENT

Schroders



*Details and verification as well as references are provided upon request.*

# Client Case Study

Early Stage Deep Tech Venture Fund

TEL AVIV, IL

## ABOUT

Based in Tel Aviv, our client's firm specializes in backing exceptional technical teams working on breakthrough innovations in AI and machine learning infrastructure, Robotics and autonomous systems, advanced computing and quantum technologies, climate and sustainability tech, and next-generation developer tools & infrastructure. Founded by former operators and engineers from leading technology companies, the team brings hands-on experience scaling deep tech ventures.

## OUR PROCESS

Our data-driven LP sourcing engine identifies and engages ideal investor profiles at scale.

**30,000+** Qualified Investors Reached

| $ VALUE OF PIPELINE | INVESTOR CALLS DELIVERED | QUALIFIED LPs ENGAGED | AVERAGE DEAL TIMELINE |
|---|---|---|---|
| **$20mn+** | **20+** | **70+** | **4 Months** |

## LP CALLS BOOKED WITH

Trian Partners

Morgan Stanley Private Wealth Management

Lennertz & Co

## CO-INVESTOR CALLS BOOKED WITH

Accel

EQT

Claymore Capital

# TRANSACTION PROCESS

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# The Placement Execution Gap

Where traditional models break down

### WHAT LARGE CAP ISSUERS HAVE

- Dedicated placement agents (Evercore, Park Hill) / Investment banks (Goldman, Morgan Stanley)
- Direct institutional relationships built over decades
- Recognized brand equity with allocators
- Full-time investor relations / capital markets teams
- $10M+ capital raising budgets

### THE EXECUTION VOID

- No structured placement process
- No investor mandate intelligence
- No institutional-grade materials
- No systematic engagement
- No term sheet momentum

### WHAT MID MARKET ISSUERS GET

- Blind outreach to allocators without mandate context
- Placement agents without accountability metrics
- Consultants without execution capability
- Database subscriptions without context
- DIY approaches consuming 70% of management time

This is where Claymore Capital comes in.

**We bring bulge-bracket placement disciplines to funds and operating companies**

# The Claymore Advantage

Why Sophisticated Issuers Choose Claymore

## Structure First

Capital stack engineering before investor engagement

## Mandate Precision

40,000+ allocators mapped by actual deployment requirements

## Compressed Timeline

Parallel-track execution delivers term sheets in 30-45 days

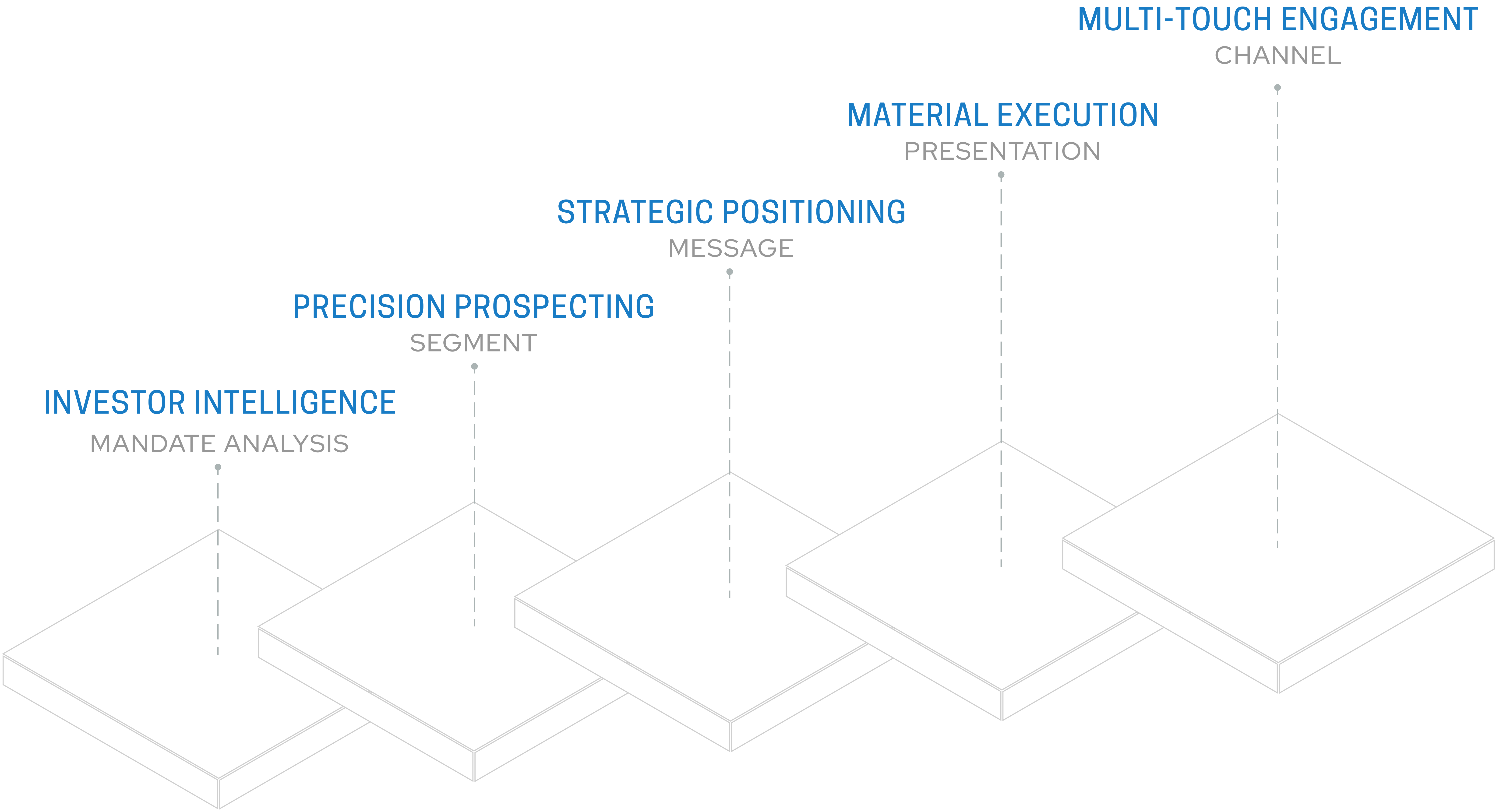
**Modern placement requires both high-touch advisory and scaled execution—we've built the optimal hybrid model.**



** based on past and current client results.*

# The Institutional Investor Engagement Framework

## Our Core Capability




**LEGEND**

1. Comprehensive LP database with mandate analysis, deployment capacity, and investment history
2. AI-driven matching of LP mandates to fund strategy, size, and sector focus
3. Differentiated messaging tailored to LP investment committees
4. Creating assets that engage the investor (includes teasers, presentations, memos)
5. Institutional-grade outreach across direct, advisor, and platform channels

Target: First close within 4-6 months

# Full Service Mandate Execution

## Our Core Capability

### 1 MANDATE KICKOFF

- Engagement letter signed
- Align on raise objectives, size, structure and investor universe

### 2 PREPARATION & DILIGENCE

- Collect financials, forecasts, cap table, contracts
- Build valuation & pro-forma model
- Early assessment of likely investor appetite

### 3 ASSET DEVELOPMENT

- Investor deck & one-pager
- CIM / Offering Memo
- Financial model & sensitivities
- Management coaching for investor discussions

### 4 INVESTOR OUTREACH

- Targeted investor list (family offices, PE, growth equity, strategic)
- NDA phase, confidential meetings
- We guide management in positioning and fielding questions

### 5 BOOKBUILDING & NEGOTIATION

- Gather indications of interest
- Optimize price / structure
- Secure anchor investors

### 6 EXECUTION & CLOSING

- Finalize docs, subscriptions, funding
- Update governance as required
- Post-closing support

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# ENGAGEMENT

03

## NEXT STEPS

### 1 DISCOVERY CALL

Learn about our business and get introduced to our process.

### 2 PROPOSAL & TEAM DISCUSSIONS

We will have an internal discussion and book secondary calls with all stakeholders.

### 3 ONBOARDING

Go through our intake forms, schedule a kickoff call, and start to build out the initial assets.

### 4 CAMPAIGN LAUNCH

Review all the assets, launch the campaign and continue meeting bi-weekly for updates.

**Timeline: 7 - 10 Business Days**

Executing high-impact capital raises across institutional LPs worldwide

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# APPENDIX

# New Tools for a New Landscape

In Support of our Advisory Practice we maintain:

- Institutional allocator databases with 40,000+ verified contacts
- Multi-channel engagement capabilities
- Automated pipeline tracking and reporting
- Recorded meeting systems for process optimization
- Preqin, PitchBook, Zoominfo for investor intelligence
- Proprietary CRM for mandate matching
- Secure communication infrastructure
- $150,000+ annual data/systems investment

SOURCE DATABASES

preqin

zoominfo

PitchBook

Apollo.io

clay

OVER **$150,000 / Year** IN COSTS

# Our Scope of Work

**IN SCOPE**

- Comprehensive LP Sourcing Strategy Development
- Institutional Investor Mapping & Mandate Analysis
- Scalable LP Engagement Infrastructure<br>(5-10 calls per week*)
- Streamlined workflows from first contact to capital commitment

**OUT OF SCOPE**

- Fund Administration & Operations
- Investor Relations Post-Close
- Legal Documentation & Fund Structuring
- Any Non-Revenue Generating Activities

# Market Comparison

How do strategic buyers and funds source opportunities today?

| | RESULTS | PRICE | TIME |
|---|---|---|---|
| INVESTMENT BANK | Structure poses network limitations; quality of meeting is directly tied to the network strength | $30,000 up-front + Retainer + Success Fee + ancillary fees | 3-12+ months |
| INTERNAL RAISE | Requires full-time commitment; mandate screening is challenging; typically 50 meetings needed for new founders to close a deal | Opportunity cost + Salaries of reps | 3-12+ months |
| BOOT-STRAPPING | Requires PMF to be successful; scalability hinges on cash flow and economies of scale, but is a great litmus test for viability | Opportunity cost | 6-24+ months |
| PLACEMENT AGENCY | Network & reputation constraints; timeframe is extremely variable; very dependant on the offering | Retainer + Success Fee + Equity | 3-12+ months |
| **The Claymore Advantage** | We deliver institutional LP meetings within days and term sheets in 30-45 days, while our proprietary technology eliminates $150k+ in annual costs | Simple Retainer + Success Fee | <1-2 months |