



Pitch Book Essentials

The primary goal of the pitch book is to create a well thought out document summarizing the nine key elements of an offering and sponsor. However, the most effective pitch books prepare a manager for consequential meetings during which the deck never leaves the manager's bag at all.

The table to the right summarizes some of the data to convey within each offering criterion.

THE SPONSOR

Primary lines of business, vehicles under management, year founded, and timeline

THE TEAM

Years working together and at firm, experience in industry and of managing capital

INVESTMENT STRATEGY

Sector and geographic focus, typical investment size, holding period, alpha creation, and exit strategy

TRACK RECORD

Historic investment performance of all prior funds and investment strategies

MARKET SUMMARY

Describe how the investment team will capitalize on the current market environment

INVESTMENT PROCESS

How the team sources, acquires, and adds value to investments

CASE STUDIES

Representative transactions that illustrate the team's execution of the proposed strategy

TERM SHEET

Summary of terms including the target return, commitment amount, fees, leverage limits, and carried interest

APPENDIX

Investment team biographies, other information that is additive to the audience

Sundial Park Group would be happy to discuss the fundraising process with you. Our experienced team has advised more than 50 managers over the course of our careers. Let us help you kick off your raise on the right foot.