

*DealFlow*

# Raising Capital In the New Age

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

COPYRIGHT 2025. DEALFLOW INC.  
DOCUMENT INTENDED TO PROVIDE INSIGHT BASED ON CURRENTLY AVAILABLE INFORMATION, THIS IS NOT SPECIFIC ADVICE.

---

THE GOAL

---

Showcasing the infrastructure required to do **capital raising** predictably, and efficiently, in the shortest amount of time possible, regardless of geographical region, industry, or market condition.

**DealFlow** is disrupting traditional capital raising firms by transposing our playbook from the world of B2B SaaS Go-to-Market onto capital raising.

## BACKGROUND & TRACK RECORD

01

BACKGROUND

- Our team combines experience from demand generation, private capital funds and management consulting. We have built demand generation engines across the following industries over half a decade:  
**FINANCE, TECHNOLOGY, INFRASTRUCTURE, HEALTHCARE, M&A, INVESTOR RELATIONS, PROFESSIONAL SERVICES, COMMERCIAL REAL ESTATE, PRIVATE EQUITY FUND CAPITAL RAISING.**
- Our methodologies and playbooks were originally developed to take seed stage startups to their Series A (\$1MARR) fundraising round. Using these systems we have successfully taken 3 startups to their Series A.
- Since then, we have leveraged our playbooks for raising capital up to \$500M across private equity strategies, venture capital strategies and private placements in addition to sourcing M&A deals and buyers for secondaries.

IMPACT

\$250M

*in Qualified Sales Pipeline generated for clients*

\$2B+

*in Qualified Investor Pipeline generated for clients*

CURRENT CLIENTS

Capital Raise

REDACTED\*

Technology Buyout  
Private Equity Fund

DealFlow helped REDACTED raise **\$500-\$900M** in Soft Commits within 9 months.

Capital Raise

REDACTED\*

Defense Technology  
Venture Capital Fund

DealFlow helped REDACTED raise **\$20M** in Soft Commits within 4 months.

Non Dilutive Capital

5<sup>TH</sup> LINE  
CAPITAL

5th Line Capital  
Commercial Loan Brokerage

DealFlow helped 5th Line originate **\$100M** In Non Dilutive Capital.

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



CLIENT CASE STUDY

ABOUT

**REDACTED\*** is a private equity firm focused on software and internet services. Since its **REDACTED** inception, **REDACTED** has created over \$1.5 billion in transaction value.

REDACTED

San Francisco, CA

50,000+ Emails Sent

Our email infrastructure allows emails to be sent at scale, to reach ideal profiles.

+300

LEADS  
(AFFIRMATIVE  
REPLIES)

+2bn

\$ VALUE OF  
PIPELINE

+150

INVESTOR CALLS  
DELIVERED TO OUR  
CLIENT

WITH A DEAL  
TIMELINE OF

9 MONTHS

LP CALLS BOOKED WITH



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

CLIENT CASE STUDY

ABOUT

**REDACTED\*** is an emerging venture capital manager focused on defence technology.

+70

LEADS  
(AFFIRMATIVE  
REPLIES)

+\$20m

\$ VALUE OF  
PIPELINE

REDACTED

Tel Aviv, IL

30,000+ Emails Sent

Our email infrastructure allows emails to be sent at scale, to reach ideal profiles.

+20

INVESTOR CALLS  
DELIVERED TO OUR  
CLIENT

WITH A DEAL  
TIMELINE OF

4 MONTHS

LP CALLS BOOKED WITH



Morgan Stanley  
PRIVATE WEALTH MANAGEMENT

LENNERTZ & CO

CO-INVESTOR CALLS BOOKED WITH

Accel



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

## CAPITAL MARKET TRENDS

02

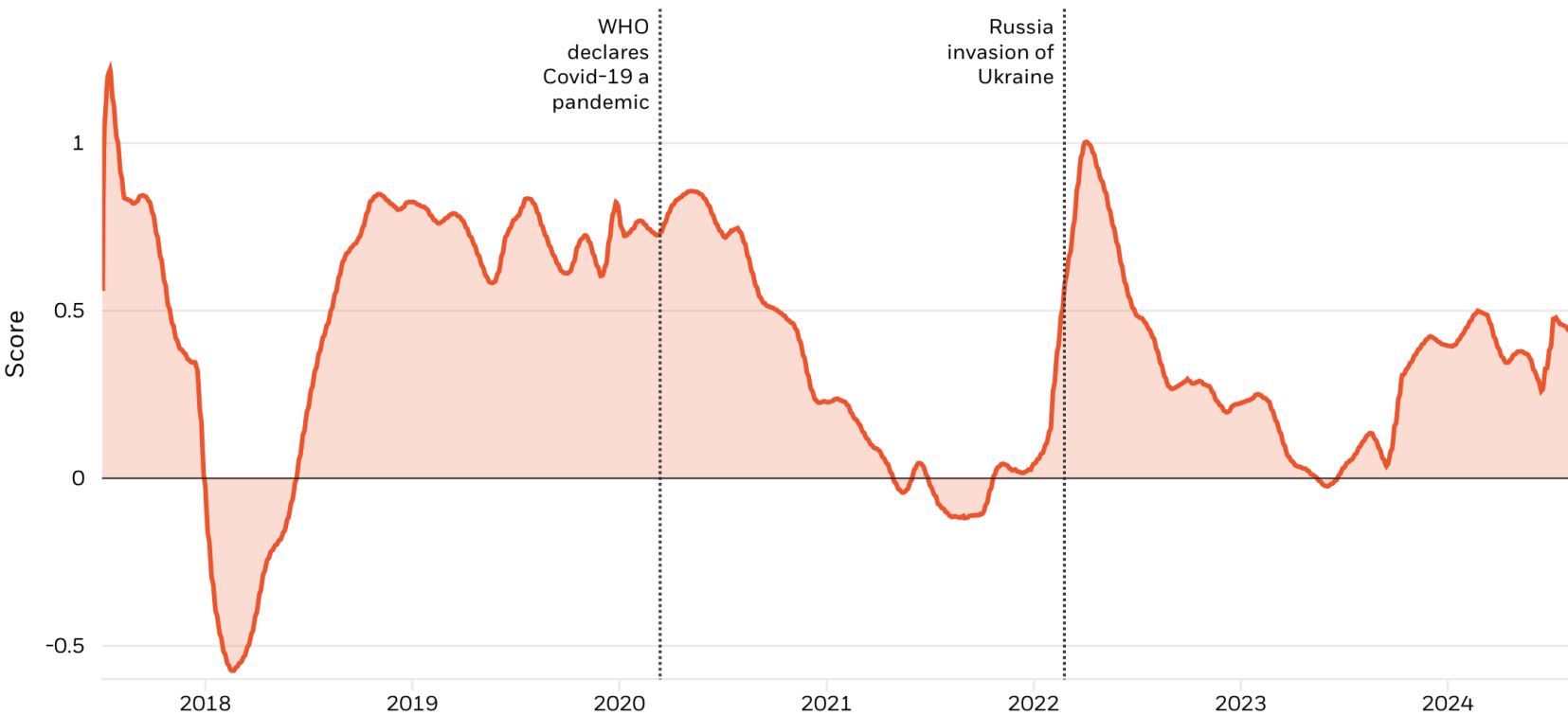
EXISTING ENVIRONMENT

- Capital Markets have been under stress due to the confluence of a few key events: the post-COVID currency devaluation, geopolitical uncertainty due to global wars, the ending of a long-term debt cycle and the resulting Quantitative Tightening (QT) or market contraction.
- As a result of structural inflation asset managers like BlackRock, VanGuard, State Street and BlackStone have tightened their balance sheets causing a trickle down effect to all institutional investors, and thus retail.
- Asset managers without the marketing acumen and tactical knowledge of building marketing machines will struggle to close rounds or sell debt instruments.

SOLUTION

- If asset managers understand how to solve for **investor-message fit**, and scale attention to reach investors that have a current mandate in your vertical and geographical location, they can win.
- When this state is achieved, you can produce meetings within a week, use the learnings from each meeting to iterate your presentation on the fly, and produce term sheets or signed sub agreements within a month.
- However most founders, execs and GPs aren't equipped with the ability to do so, since the technologies are relatively new and require digital marketing domain expertise to execute.
- This is where **DealFlow** comes in.

Global Markets Risk Indicator



Source: BlackRock Investment Institute, August 2024.

Notes: The BlackRock Geopolitical Risk Indicator (BGRI) tracks the relative frequency of brokerage reports (via Refinitiv) and financial news stories (Dow Jones News) associated with specific geopolitical risks. We adjust for whether the sentiment in the text of articles is positive or negative, and then assign a score. This score reflects the level of market attention to each risk versus a five-year history.

Private Equity Faces Gloomy Fundraising Forecast for 2024

The giddy years now over, the buyout industry isn't expecting much recovery in the near term as investors pull back

(Source: WSJ)

Private-Equity Fundraising Slogs Through First Half as Assets Remain Frozen

Rate cuts lift European managers while U.S. firms continue to struggle in collecting fresh capital

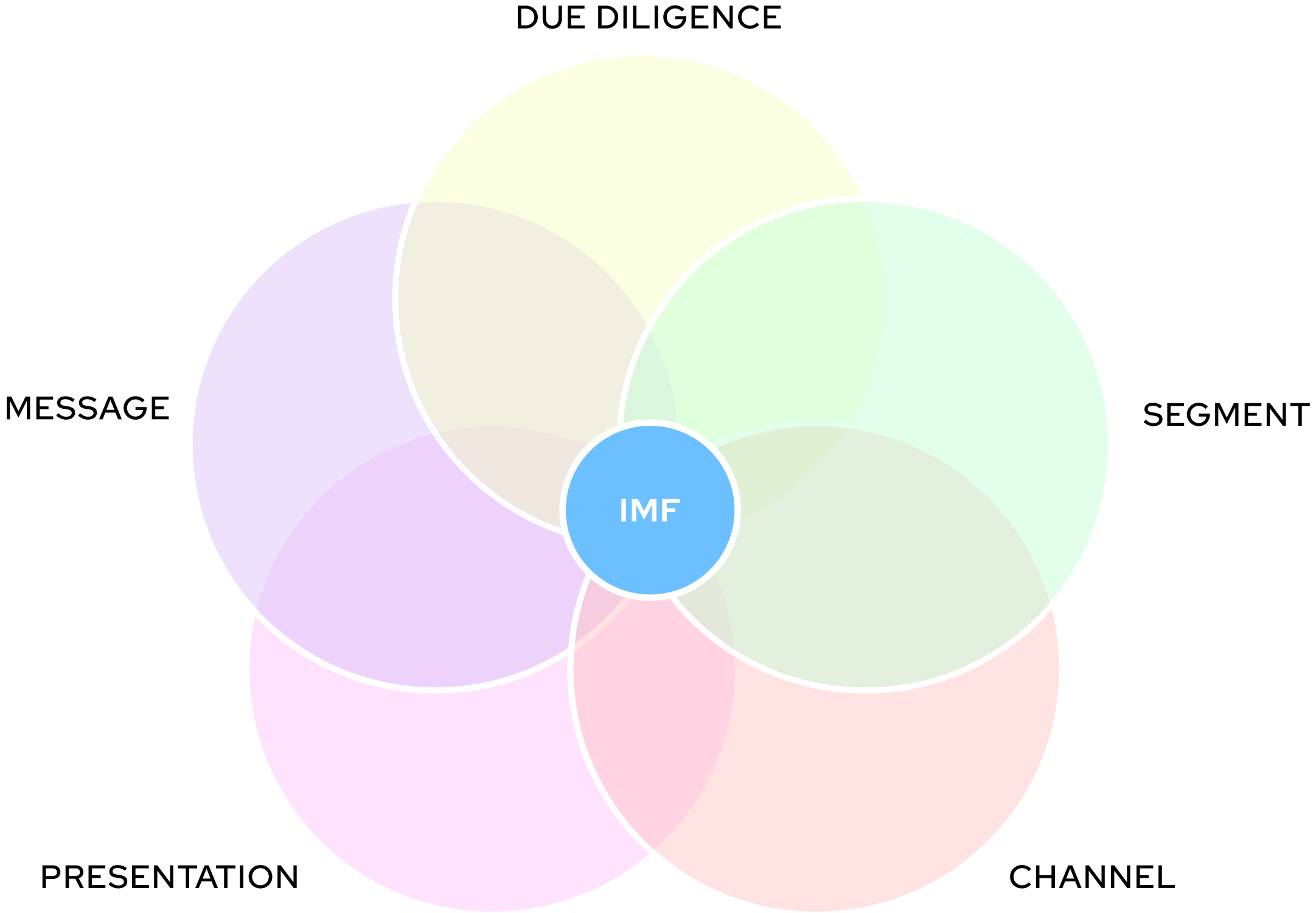
(Source: WSJ)



## OUR PROCESS

03

THESIS: ELEMENTS OF THE INVESTOR-MESSAGE-FIT (IMF) ENGINE



Our North Star is to get Signed Term Sheets, and Signed Sub Documents in the *Shortest Amount of Time Possible*.

OVERVIEW

- DealFlow can effectively reach the global pool of approximately **30-40K LPs** within **1 month**
- We leverage proven templates and playbooks to pitch these LPs efficiently
- We can get consistent Qualified Investor Calls\* with predictable close rates of **5-10 calls** per week

SCOPE OF WORK

IN SCOPE

- ✓ Capital raising strategy development
- ✓ Preparing and fine-tuning of investor materials
- ✓ Effective outreach to the entirety of the TAIM (Total Addressable Investor Market)
- ✓ Scheduling of qualified investor calls

WE SOURCE TARGETS FROM EVERY AVAILABLE INSTITUTIONAL INVESTOR DATABASE:



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

OUT OF SCOPE

- ✗ Staff management and oversight
- ✗ Sales call execution
- ✗ Client relationship management
- ✗ Structuring of transactions

\* based on past and current client results.

## PHASES OF WORK

---

### 1 INVESTOR SEGMENTATION

- We reach out to our existing investor base of 40,000+ institutional investors, utilizing our access to enterprise investor databases.
- We leverage RFPs and public signals from family offices and investment firms to identify targeted leads, ensuring capital deployment aligns with specified industries, rather than adopting a broad, indiscriminate approach.
- We also clean the targeted lead list to ensure contact information has been validated.
- Our process allows for customization of first lines and message body.

### 2 MESSAGING

- We meticulously review your data room and analyze your decks in comparison to recently funded counterparts.
- We create a cohesive and compelling Confidential Investor Memorandum.
- Our messaging system is robust, allowing for strategic sequencing across emails and direct messages.

### 3 CHANNEL

- Our secure private email server enables batch communications across comprehensive company domain lists.
- We gather real-time investor feedback from working with different strategies to target LPs with an existing appetite.
- Our systems ensure that the outreach lands in the inboxes of prospective LPs and is seen.

### 4 PRESENTATION





- We collaborate closely with team leads to craft compelling pitches.
- All investor meeting calls are systematically recorded for future reference.
- We assist team leads in reviewing and refining presentations through iterative feedback.

TERMS

04



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

OUR PRICING

The DealFlow Capital Raising Program

\$25,000

SET UP FEE

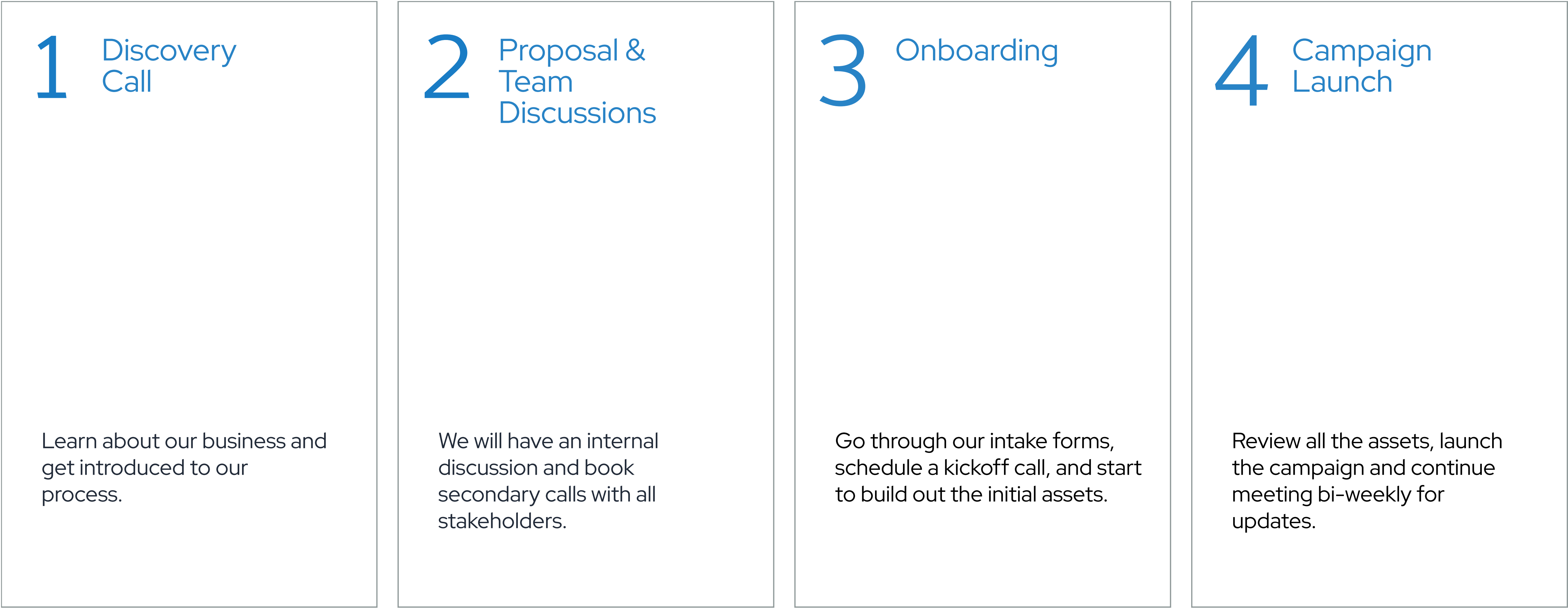
+

2-5%

OF TOTAL \$  
RAISED

► Set Up Fee is due Net 5 of Contract's Effective Date & Success Fee is Due Net 10 of Capital Close.

NEXT STEPS



Timeline: 7 - 10 Business Days



# THANK YOU

Do not hesitate to reach out for any questions.

Jake Valentine

FOUNDER

**DealFlow**

JAKE@GETDEALFLOW.CA