



Managerlink

The Institute for Private Investors Alternative Fund Room

Campden Wealth

Executive deck

May 2020

The link between private investors and alternative funds

If you are raising capital, you have just closed a recent raise, or building to your next fund launch, **Managerlink** is the ideal platform to engage with an active investor community.

Investor access to **Managerlink** is only open to the 850 members of the IPI and Campden Wealth communities, composed of active family offices and UHNWs where strict minimum wealth levels apply.

The Managerlink difference

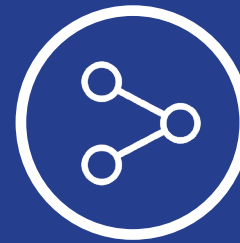
Our platform grants you the following benefits and capabilities:



Access 850
qualified members



Share in-depth
fund information



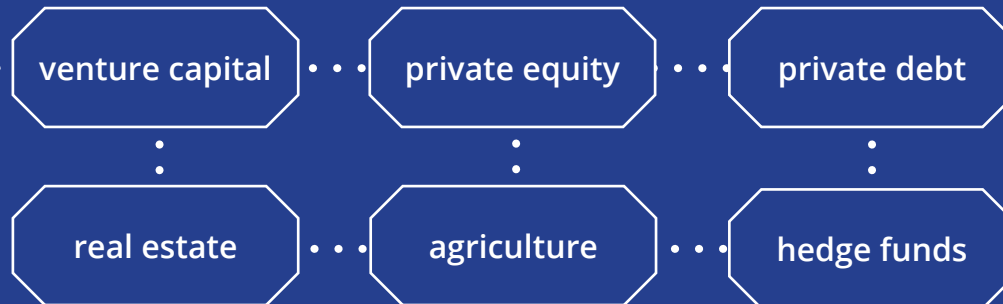
Connect with
investors



Investors can filter
and search for funds
based on their criteria

Strategies of interest to investors

A broad range of strategies and sub-strategies are relevant:



How it works

Managerlink is a concentrated selection of alternative investments for qualified and accredited investors who are already members of IPI and Campden Wealth.

Showcase your fund to a group of dedicated investors

- Upload your fund's details
- Your thumbnail will then show up on the homepage
- Only investors can access funds
- Investors can search for funds by strategy, fund size, and other criteria based on their needs

The screenshot displays the 'Our latest funds' section of the Managerlink website. At the top, there are three search filters: 'Assets under Management (\$)' with a dropdown menu set to '- Any -', 'Investment strategy' with a dropdown menu set to '- Any -', and a 'Search' text input field. To the right of the search field is an 'Apply' button. Below the filters, two fund cards are shown. The first card is for a 'Venture Capital' fund with a 'Target AuM: 30m-100m'. It lists a 'Management fee: 1.50%' and a 'Carried interest: 10.00%'. The second card is also for a 'Venture Capital' fund with a 'Target AuM: 30m-100m'. It lists a 'Management fee: 2.00%' and a 'Carried interest: 20.00%'. Below the fee information, the second card includes a description: 'We are an early stage venture fund focusing on transformational technologies and those entrepreneurs seeking to commercialize them. Our initial investment thesis is focused on areas with high intelligence and interest of things.'

At a glance, Managerlink shows your fund at a high level

- Private investors get the basics on who you are and what you do in “Fund highlights” and “Fund details”

Litigation

Target AuM: 100m-250m

Management fee: 1.25% on drawn capital and 0.25% for one year on undrawn (waived for first close investors)

Carried Interest: 20% on net realized profits

TEST FUND 1 is an investment company that funds businesses in the midst of litigation. It provides non-recourse capital to companies with legal claims to fund lawyers fees and expenses, business operations and hedge risk.

Fund highlights
Fund details
Access strategy details, investment terms, returns
Q & A
Ask fund manager a question

Firm AuM:	30m-100m
Fund launch date:	Sep 2017
Fund AuM:	30m-100m
Fund HQ:	Glenview, IL

TEST FUND 1 funds companies engaged in large commercial disputes. Claims include breach of contract, trade secret misappropriation, tortious interference with contract, breach of fiduciary duty, fraud and other legal claims. We do not fund mass tort, patent infringement or whistleblower claims. We look for: Realistic damages in excess of \$20 million; Premier lawyers Demonstrably strong merits

Fund highlights
Fund details
Access strategy details, investment terms, returns
Q & A
Ask fund manager a question

Number of investment staff:	4
GP commitment to current fund:	20%
Sector focus:	Agnostic
Geographic focus:	Global
Number of positions:	6-10
Preferred investor type:	Joint Venture
Anticipated WAL:	3 YEARS
Minimum commitment size:	250000

Investors click-through for more in-depth strategy details

Investors can view only when they approve onscreen prompts:

- Full investor deck
- Key investment pull outs

The screenshot shows a navigation bar with five tabs: "Fund highlights", "Fund details", "Access strategy details, investment terms, returns", "Ask fund manager a question", and "Investor references". The "Access strategy details, investment terms, returns" tab is selected. A modal dialog box is open, titled "Access further information". The dialog contains the text: "By clicking here you are notifying the fund that you are viewing their details and requesting more in depth fund details, press OK to continue". Below the text are two buttons: "OK" and "GO BACK".

Below the dialog box, the following information is displayed:

Target AuM: 30m-100m
Management fee: 2%
Carried Interest: 20%

We are an early stage venture fund investing in transformational technologies and those entrepreneurs seeking to commercialize them. Our initial investment thesis is focused on voice, artificial intelligence and Internet of Things technologies.


Below this text is another navigation bar with the same five tabs as the top one. The "Access strategy details, investment terms, returns" tab is selected. Below this second navigation bar is a table with three rows of data:

Number of staff overall:	6
Number of investment staff:	4
Transaction size (\$000s):	2000


Additional benefits include access to all our non-publicly available research each year

RESEARCH REPORTS


Type From To Keywords




Chinese Family Office and Wealth Management Report, 2020
Campden Wealth and FOTT, along with their partners UBS and AVIC Trust have released a unique and in-depth study on private wealth management and the family office space in China.



Global Trends and Strategic Time Horizons in Family Philanthropy 2020
Campden Wealth and Rockefeller Philanthropy Advisors have produced a largescale, global research report on family philanthropic giving, with a focus on strategic time horizons.



The Global Family Office Report 2019
The Global Family Office Report series is now in its sixth year and provides an analysis and evaluation of the current and prospective outlook of family offices around the world. Over 350 family offices globally took part in the research.



The Family Wealth Report 2018 - A roadmap for the Indian family office
Campden Wealth and Campden Family Connect are delighted to present our first research report on ultra-high net worth private wealth management and family offices in India.

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