

We helped a General Partner close \$300 Million in funding for its bio-tech fund

About Client

Client is a London based GP primarily focused on investing in medical equipments, DNA and gene modification, healthcare and biotech

Client Situation

Client had launched a new fund of \$300 Million and was looking for Marketing and Content support to close the fund as soon as possible

Our Solution

We set up a 4 member specialist offshore team to assist with the content marketing, social media marketing, LP reach-out and events support. Typical projects that team handled:

- Preparing specialized content on medical industry
- Preparing weekly, monthly and quarterly newsletters and reports
- LP profiling and research
- LP reach-out and meetings set-up
- Events' content and knowledge support

Outcomes

- **The \$300 Million fund was closed in 7 months**