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WhiteHall Financial Data is a Web-based contact database company that sells lists of alternative investors to emerging managers looking to develop investor relationships and raise capital. Fundraising is a challenge for all managers, however, it is particularly difficult for emerging managers. With tight budgets and busy schedules, these managers need cost-effective and efficient ways to find investors. Many managers purchase, trade, and barter investor information only to find the data inaccurate or out of date. The result is bounced e-mails and unanswered calls that waste both time and money.

WFD helps emerging managers by providing an accurate and continuously updated contact database that they can use to source investors. Using WFD's database, a manager can get in front of the right investors—those who have an interest in the firm's strategy—which is key to securing funding.

The Issue With Old Marketing Techniques

To launch an effective marketing campaign, managers must use a targeted, up-to-date list of investors. Yet spending the time and effort to identify prospects from the global investor marketplace is where many funds falter. To gather a database of potential investors and create a targeted list takes time and staff—resources that many emerging managers do not have.

Some managers turn to external firms to market their products. Studies show, however, that third-party marketers and placement agents are ineffective for many managers because these firms concentrate their efforts on the managers with the most compelling story, strategy, and performance—in other words, the managers that are easiest to sell. Statistics suggest that managers in the top 5% of a third-party marketer's platform receive 100% of the marketer's efforts. The other 95% are left with little more than a "mercy" meeting from time to time. To make matters worse, these services are often expensive and require managers to pay high success fees if they receive an allocation.

The WFD Solution

WFD solves the problems inherent in this old business model by knowing *where the money is and how investors want to allocate it*. Our database provides current contact information on alternative investors that from around the globe: 40% are based in North America, 40% in Europe, and 20% are from the rest of world. In addition to providing the most accurate contact details available for purchase, WFD allows clients to search the database by fund type, strategy, AUM, and fund track record. Furthermore, clients can search by more than 12 investor types, such as family offices, wealth advisors, foundations, pensions, and endowments. Finally, clients can search the database by location. This is extremely useful for creating targeted lists of investors in particular cities or regions for business and marketing trips.

WFD updates all this information every 90 days to ensure that investor specifications are current and accurate.

WFD Offerings

Clients access the database through WFD's Web site, which puts the most up-to-date information at their fingertips all all times. Each investor profile in the database contains the following information:

- **General Investor Information:** Firm name, category, address, general phone number, fax number, general e-mail address, and company Web site
- **Individual Contact Details:** Name, position, phone number, and personal e-mail address; this information is provided for all verified contacts at a firm
- **Company Summary:** Introductory information on a firm, including the amount of assets under management dedicated to alternatives
- **Mandate Information:** Manager type, strategy, fund size, and AUM requirements that an investor is *currently* researching

Access to the database is available on an annual subscription basis. The subscription rate depends upon the database package selected. Managers can choose to purchase access to the full database, a specific investor category, or a preselected group of investor categories. Emerging managers will find that all packages offer a collection of profiles that provide the most cost-effective way to find investors and launch a fund.