

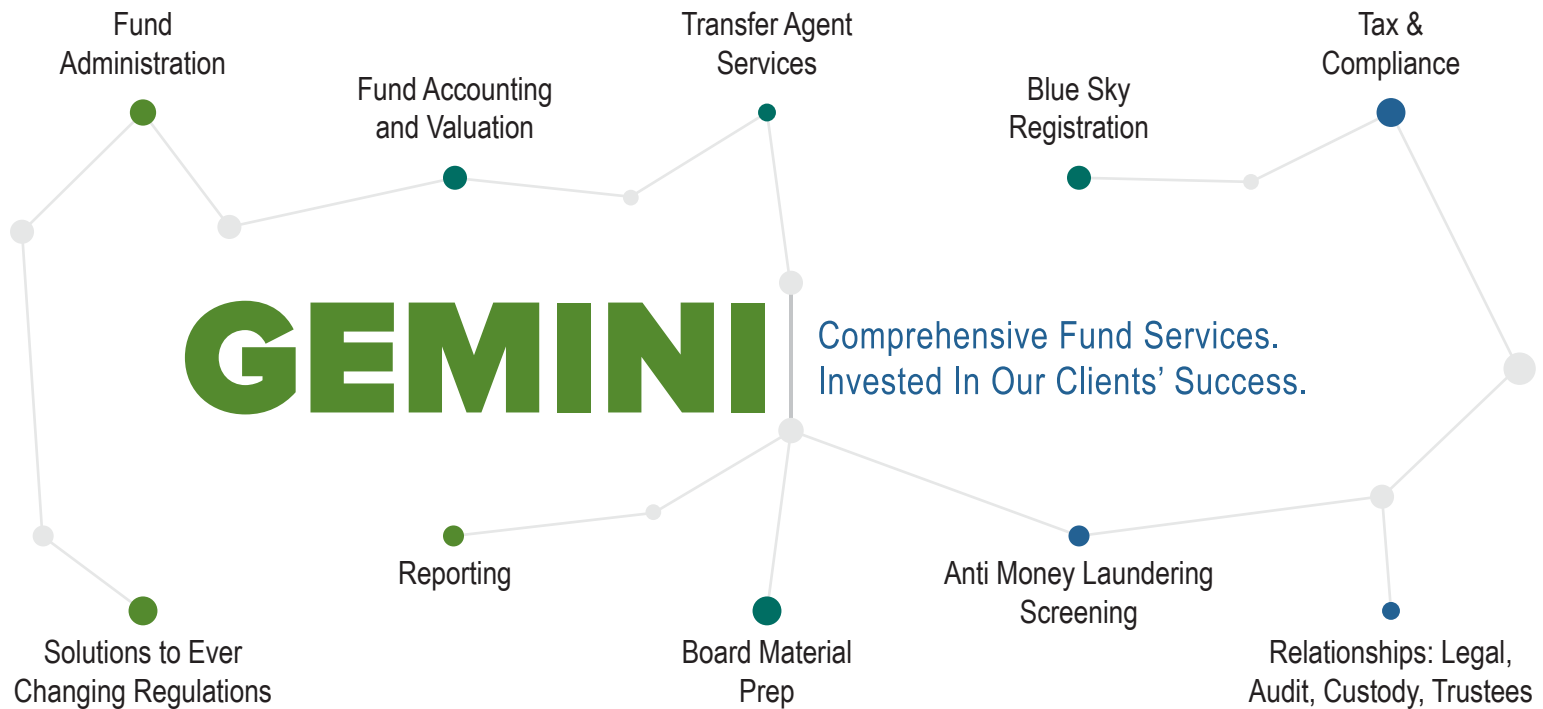
LET US HELP YOU CONNECT THE DOTS.

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LAUNCHING A FUND: WHAT TO CONSIDER



1

Who Are My Potential Investors and Target Markets?

- Current Clients
- High-Net-Worth Investors • Institutions
- What are the wants and needs of my investors?

2

What is My Competitive Edge?

- Am I cost effective? • Do I have a strong technology platform?
- What is my unique, proprietary intellectual capital?
- Performance? Strategy?

3

What Is My Communication and Distribution Plan?

- Platform placement, sales strategy, and sales team
- Do you have the necessary seed capital?
- Marketing campaign and public relations

4

What Are My Designated Resources/Costs for Sales and Marketing?

- What resources do I need (internally) to market and sell?
- Should I outsource?
- What materials do I need for investors so they understand my concept?

5

What Strategic Partnerships Can I Leverage?

- Listing agents
- Mutual fund service providers
- Joint sales and distribution partners