

PRESS RELEASE

For Immediate Release

Introducing Prospect, a pioneering investor outreach service for private markets fund managers

London, 30 June 2023 – Prospect, a ground-breaking investor outreach service for private market GPs, launches today.

We provide private markets fund managers with an efficient, cost-effective and accessible way to streamline and focus their fundraising process. We speak directly to LPs about their goals and enable our clients to pinpoint their investor outreach efforts on those LPs that are most likely to yield results.

Our founders are placement agents and LP research specialists with more than 30 years' experience in private markets. We recognise that GPs are facing mounting challenges when it comes to fundraising but the support options on offer don't always meet their needs.

Gareth Morgan, co-founder, says, "For too many GPs, the investor outreach process is frustrating and time-consuming. We address this problem by pinpointing investor appetite, providing clients with the detailed insights they need to streamline and focus their fundraising efforts."

We recently completed a pilot project to map the impact investing LP universe in Europe for a pan-European impact investor. A case study on the mandate and a report detailing our findings are available on our website at www.prospectlp.com/impact-investing.

A detailed introduction to Prospect can also be found at www.prospectlp.com/introducing-prospect.

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