CAPITAL PLACE
ADVISORS, LLC

Capital Place Advisors

Navigate with focus, Raise with confidence.

Service Offerings

Experienced capital-raising advisory and fundraise execution — spanning funds, co-investments, and direct equity placements.

- **Strategic Investor Targeting**
  Prepare investor targeting plan tailored to the investment offering. Successful fundraises in this new era of limited liquidity requires thoughtful engagement with the right investors, at the right time. Boiling the ocean no longer works. Persistence and precision are what determine fundraising success.

- **Materials Advisory**
  Review and refine fundraising materials — PPM, deck, DDQ, data room, et cetera. Institutional quality materials is a gating issue for institutional investors.

- **National Coverage**
  Coast-to-coast reach across pensions, asset managers, consultants, insurers, family offices, endowments, foundations, and sovereign wealth funds.

- **Thoughtful Investor Engagement**
  I pair a deep, well-established investor network with a deliberate, multi-channel cadence to develop real investor engagement.

- **Corporate & Capital Advisory**
  Beyond the raise, I advise managers on corporate development and adjacent capital needs, such as leadership transitions, planned expansion, and specialized agency representation.

Biography

Two decades of proven placement leadership.

- More than 200 completed fund, co-invest, and direct equity placements — averaging roughly $300 million raised annually.
- Experience spans venture, growth, buyout, real assets, private credit, and special situations.
- A fundraising approach shaped by over a decade in equity research, portfolio management and management consulting.
- 20 years in leadership roles at two global placement agents.

Value Proposition – The Power of Focus

Capital Place takes on no more than three full mandates at a time. Importantly I strive for genuine alignment with investors and managers, to create partnership not client service.

Why Focus Matters

Capacity, Not a Roster

LPs share part of their finite attention span with agents who know their offerings as well as the manager. I immerse myself in each offering — volume-oriented agents are simply not able to do this, even though the current market requires it.

Calendar Control

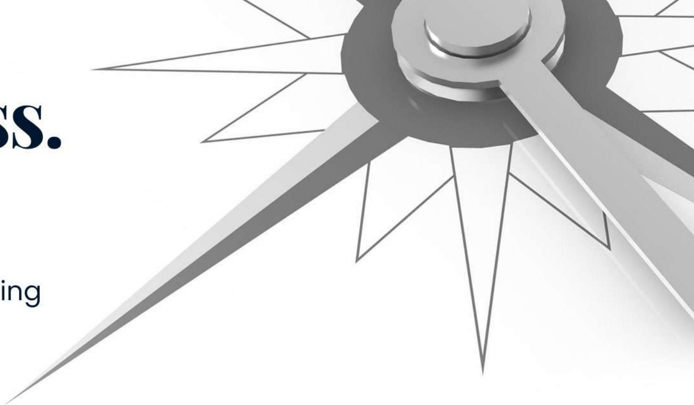
Your raise moves on its own timeline, not queued behind a dozen other live mandates competing for the same calendar.

Seamless IR Integration

Fewer layers, faster decisions — direct coordination with your investor relations team, no committee to route through.

Alignment of Interest

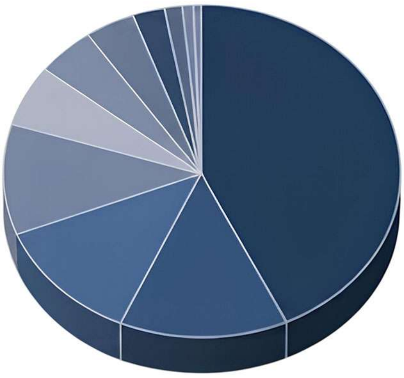
I reinvest a portion of my placement fees directly into your fund, alongside your investors.



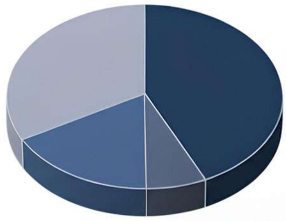
Track Record of Success.

Capital Place is formed and led by John Chase, who has completed more than 200 fund, coinvest and direct placements, interfacing with all types of investors, representing capital across the globe.

Representative Assets by Type of Investors



Representative Assets by Region



How We Work Together

- **Engagement Parameters**

  Capital Place seeks a minimum of $100 million of capacity and 200 approved investor targets, with the opportunity to replenish names over time.

- **No Conflicts**

  I will not take on competing mandates, as agreed by engaged managers.

- **Fair and reasonable fee structure**

  Fees structure contemplates advisory plus fundraising role.

- **Full Transparency**

  Weekly reporting with detailed name-by-name, review on a monthly basis. Bi-weekly coordination calls, or as required.

- **Full regulatory compliance**

  Securities offered through Capital Connect, LLC, Member FINRA /SIPC. Capital Place Advisors, LLC and Capital Connect, LLC are not affiliated entities. Check the background of Capital Connect, LLC or an investment professional on FINRA's BrokerCheck.

- **Professionalism Pledge**

  Capital Place, and John Chase pledge the highest professional standards of conduct and care.

- **References**

  Available upon request.

Navigating a Slower Market

Why it's taking Longer to raise Funds

- ### Macro and market conditions

  The biggest structural drag is the exit and distribution slowdown. Public market performance, as well as geopolitics, interest rates can all impact LPs' private allocations.

- ### Track Record

  There's been a hard pivot toward DPI (distributed-to-paid-in capital) over unrealized marks, meaning managers with strong paper returns but limited actual distributions can face a much higher burden of proof.

- ### LP-side structural factors

  LPs increasingly evaluate managers on operational infrastructure, compliance, cybersecurity, and succession planning, not just track record — operational due diligence alone can disqualify an otherwise strong manager, and add months to the process.

- ### Competition from established relationships

  Institutional LPs typically commit 60–80% of their annual private markets budget to re-ups with existing managers, which often leaves less capacity for new relationships .

- ### Allocation Cycles

  Large pension funds and endowments also run fixed annual or semiannual allocation cycles, so missing one committee cycle can add 6–12 months regardless of fund quality.

Getting Market Ready

Keys for a Successful Raise

- **Well-Articulated Strategy**
  A clearly stated strategy backed by proof of consistent execution, e.g. track record, case studies and a vibrant pipeline. Where the strategy carries genuine complexity — new markets, unfamiliar structures, novel approaches — build time for LP education into the plan rather than treating it as a

- **Impeccable Materials**
  Launch with institutional-quality materials: PPM, DDQ, cash flow models, and a fully built data room. Incomplete materials at launch cost real time, forcing GPs to build documents mid-raise instead of converting meetings into commitments.

- **Genuine Differentiation**
  Lead with real points of differentiation: sourcing network, operational playbook, sector specialization. This builds far more durable LP confidence than stretching the strategy to chase whatever happens to be fundable in the moment.

- **Fund Size Discipline**
  Size the fund to match actual investment history, current pipeline, and prevailing conditions, not aspiration. Industry data suggests oversized targets meaningfully extend timelines — one analysis found first-time funds above $500M averaged roughly 24 months to close, versus 16 months for funds

- **Current and Actionable Pipeline**
  Is the lifeblood of the raise, it demonstrates the strategy, the capability of the team, the differentiation of execution and provides investors an opportunity to underwrite the manager before making a fund commitment.

- **Alignment of Interest**
  A clear, sufficiently sized GP commitment ("skin in the game," typically 1–2% of fund size) signals conviction and is a consistent credibility marker for LPs. Ambiguity about commitment size does the opposite — it creates hesitation and slows diligence.

Research has found that Funds that reach a strong first close within 9 months are reportedly 2.3x more likely to hit their ultimate target size, which underscores how much early momentum compounds. One of the best way to drive early investor engagement is with co-invest. 1.

Footnote 1. Preqin 2024 Fundraising Report," stating: "According to Preqin, first-time PE funds that exceeded $500 million took an average of 24 months to close, compared to 16 months for those under $250 million (Source: Preqin 2024 Fundraising Report).

Customizing the Process

Every raise is different and deserves its own plan

Stage	Timeframe	Key Activities
Materials Preparation & Diligence Review	Months 1–6	Finalize teaser, presentation, DDQ, cash flow models, and data room; internal QC before external use.
Investor Target List Build	Weeks 2–6 (concurrent)	Segment target list into Tier 1 priority (75–100), Tier 2, and opportunistic targets (total of 200+) by strategy fit, check size, and geography.
Whisper Campaign	Weeks 6–8	Whisper Campaign Weeks 6–8 Soft-circle conversations with Tier 1 targets ahead of formal launch; use feedback to refine terms, materials, and targeting before going wide.
Full Launch	Week 8+	Formal outreach to full target list (200+ upper-tier targets); NDA execution, materials distribution, first-round calls.
Roadshow	Weeks 10–16	In-person meetings sequenced by investor density — New York, Boston, Chicago, San Francisco, Los Angeles, Austin — prioritized around Tier 1 concentration.
Co-Invest / Anchor Syndication	Ongoing, weeks 8–20	Run in parallel with the main process; typically, the fastest-converting commitments since these investors already know the sponsor, useful for building early momentum.
Investor Due Diligence & IC Process	Weeks 12–30 (overlapping)	Reference calls, onsite meetings, and investment committee presentations on the investor side.
First Close	Months 9–12	Initial close once minimum threshold is reached; starts the investment period and fee accrual for committed LPs.
Subsequent Closes	Months 12–20	Rolling closes as additional LPs complete diligence.
Final Close	Months 24–27 (average)	Hard cap or extended deadline; last opportunity for LPs to commit on original terms.