

# Case Study

## Supporting a new fund manager through their fund launch



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### Challenge

Anita is a venture capital fund manager launching her first fund, focused on early-stage tech startups. As a new manager, she finds herself spending a significant amount of time navigating the complexities associated with fund formation, investor relations, and compliance requirements. Recognizing the need for support, Anita understands that forming strategic partnerships is essential. She aims to gain access to experts who can provide both financial expertise and seamless back-office support. This will not only ensure a smooth launch but also allow her to concentrate on critical areas such as deal flow, capital raising, and engaging with potential investors.

### Solution

To address these challenges, Anita proactively reaches out to **LewisLevy**. During their initial discussions, she articulates the specific hurdles she is facing and the aspects of the process that she finds particularly challenging. **LewisLevy**, having extensive experience in this field and an extensive network of trusted partners (such as **Phoenix Fund Services**) reassures her that they have successfully guided many clients through similar situations. This support alleviates Anita's concerns, as she realizes that she will not have to navigate this complex landscape alone and can hand of the majority of the burden to **LewisLevy**. **LewisLevy** begins by providing Anita with valuable guidance on various critical issues, including fund structuring, tax implications, legal requirements, and financial forecasting. Furthermore, **LewisLevy** engages with a suitable fund administrator, **Phoenix**, at the earliest possible stage. This proactive approach is vital for building a stable and scalable infrastructure for the new fund. **Phoenix** starts by gathering the necessary fund documents and provides Anita with a demo of their platform, allowing her to visualize the technology that her team and her investors will be interacting with. Additionally, both **LewisLevy** and **Phoenix Fund Services** play a pivotal role in the fund and investor onboarding process.



***"Thanks to the streamlined processes and hands-on support provided by her partners, **LewisLevy** and **Phoenix**, Anita was able to launch her fund on time and within budget, with the administrative and financial burdens lifted"***

Once everything is set up, **Phoenix** begin providing ongoing services. These services include handling all investor reporting, managing capital calls, and overseeing accounting functions. **Phoenix** also offers access to a user-friendly platform, ensuring that both the manager and investors can have real-time access to key financial data and performance metrics. This transparency is crucial for building trust and confidence among investors.

### Results

Thanks to the streamlined processes and hands-on support provided by her partners **LewisLevy** and **Phoenix**, the fund successfully launches on time and within budget. With the administrative and financial burdens lifted, Anita can now focus her energy on fundraising and deal-making. Her partners have taken care of the intricate details, allowing her to concentrate on what truly matters. Investors are notably impressed with the transparency and professionalism of the reporting, which plays a significant role in helping the fund quickly gain traction in a competitive market.

*Note: This case study is for illustrative purposes only.*