

Raising Capital in the Battery Industry: Family Office



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Raising Capital From Family Offices... It's easy right?



“If you’ve seen one family office...



... you've seen ONE family office!"



What is a family office?

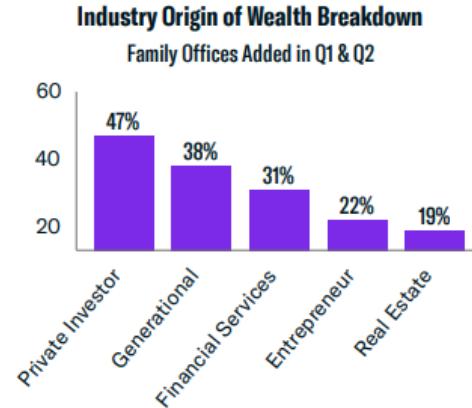
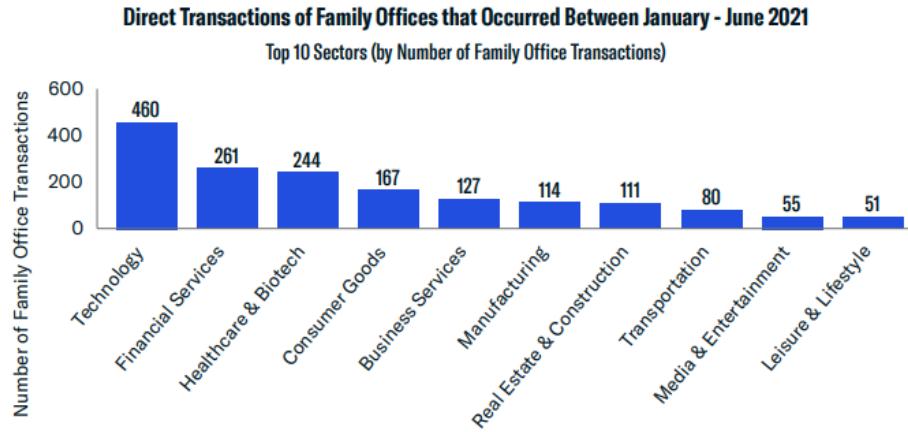
Our Definition:

If an individual or family has hired a W2 employee to help manage their “assets” – that’s a family office.

- Typical Assets >\$20mm up to multi-billion families



What is a family office?



Source: www.fintrx.com/family-office-data



Are family offices a good source of capital for Private Transactions?

- Sure – plenty of available cash
- More patient capital
- More apt to invest in early stage companies that maybe too late for Venture but too early for Private Equity
- Usually a more direct decision making process



How do you get a family office to invest?

- Need to know a large number of family offices
- Need to be in front of the right family, with the right transaction, at the right time, most of the time with the right co-investors
- Need to know the specific preference of each family office



Is it worth it?



Is it worth it?

Yes! – But raising capital is never easy.

Thank You!

Q&A

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