

Accelerate your fundraising: Thought Leadership

2025



ACCELGENCY

Thought leadership - A critical pre-marketing tool

Thought leadership publications are more than branding exercises.

They are strategic, purpose-driven marketing tools designed to resonate with LPs, addressing priority themes linked to asset allocation, macro trends and market shifts. These publications drive meaningful engagement with LPs, paving the way for stronger relationships and future commitments.

54%

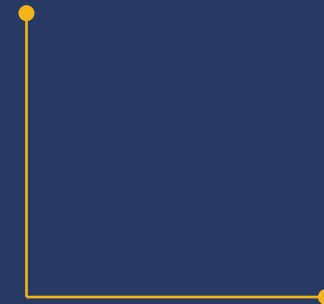
of C-level executives spend **over 1-hour each week** on average reading thought leadership content¹

¹ 2024 Edelman-LinkedIn B2B Thought Leadership Impact Report, survey of c.3,500 management-level professionals



Well-crafted thought leadership publications are an increasingly essential part of go-to-market strategies, reinforcing your differentiating strengths in a crowded market.

At Accellency, we draw on our deep knowledge of the private markets ecosystem **to create compelling content that triggers LP interest, laying the foundation for successful capital raising.**



Alexandra Prigent
Managing Partner

Why thought leadership matters?

Thought leadership pieces serve as powerful tools for investment funds to:



ENHANCE THEIR PROFILE & REPUTATION

Publishing insightful and original content helps establish credibility and trust in the market



ESTABLISH THEIR EXPERTISE IN KEY MARKET THEMES

Addressing emerging trends or presenting contrarian views positions funds as forward-thinking and innovative



FACILITATE CONVERSATIONS

Excellent conversation starters, offering a natural entry point into discussions with potential LPs



By producing original, thought-provoking content, investment funds can **elevate their profiles, align with emerging business themes and create meaningful connections with potential investors and partners.**



Thomas
Delanglade
Partner

Thought Leadership in action - *Case studies*

#1 BOOST IR ENGAGEMENT FOR THE LAUNCH OF A NEW VINTAGE

Context: A global multi-strategy GP aimed to secure strong traction and prioritisation from its IR teams to drive engagement for the launch of a new vintage of an existing fund.

Approach: Leveraging our expertise in fund positioning and investor engagement, we collaborated with the firm's leadership to refine a compelling narrative around the fund's unique value proposition and strategic differentiators. This publication helped the fund gain traction among IR and sales teams managing multiple launches simultaneously, making it a priority in their outreach and equipped them with the tools to drive fundraising momentum and deepen relationships with existing and prospective LPs.

#2 POSITION A SINGLE-STRATEGY GP AS A MARKET REFERENCE

Context: A European healthcare fund sought to strengthen its market positioning and establish itself as a reference platform for LPs while preparing for future U.S. expansion.

Approach: Leveraging our expertise in fundraising and fund positioning, we developed a white paper to elevate the GP's profile. The publication aimed to position the GP as a reference European biopharma platform by exploring the current trends and showcasing its systematic value creation methodology. It also outlined key investment convictions, reinforcing the GP's differentiation in a competitive fundraising environment while supporting its long-term U.S. expansion strategy.

#3 ENGAGE WITH CONSULTANTS & SECURE KEY REFERENCES

Context: An established private equity fund aimed to broaden its reach and secure a stronger foothold with LP advisors, such as Cambridge Associates and Hamilton Lane, to gain favourable references and access to a wider network of institutional investors.

Approach: We applied our investor relations best practices and in-house insights from a partner who is a former LP, alongside professionals with extensive experience in investor relations, to craft a data-driven white paper. The document was tailored to align with consultants' priorities, effectively supporting the fund's engagement strategy and strengthening its positioning.

Crafting compelling content

A critical aspect of effective thought leadership is balancing in-depth technical content with engaging storytelling driven by deep dive workshops and interviews with industry experts.

At Accellency we:



LEVERAGE ROBUST RESEARCH

Supplementing team insights with our own data-driven research ensures the content is both accurate and impactful.



EMPHASIZE STORYTELLING

Data alone is insufficient; weaving a narrative helps people connect with the ideas and their implications.



STRUCTURE FOR CLARITY

Transforming complex concepts into accessible narratives, answering the all-important question: "So what?"

The importance of design

High-quality visual design is essential to maximise the impact of thought leadership materials.

At Accellency we prioritise:



IMPACTFUL DESIGN

Clear, visually engaging layouts enhance readability and engagement



FORMAT OPTIMISATION

Ensuring content is accessible across platforms to meet the target audience's needs

A timely Opportunity



In the current crowded market, investment funds that fail to produce original, data-driven insights about their asset class and strategy **are at high risk of losing LP interest and missing out on commitments.**

66%

of global investors reported that thought leadership had a **high impact on the likelihood of winning mandates**²



Publishing a white paper raised a lot of interest from industry experts and LPs who reached out to discuss. It raised our profile in the industry and allowed us to position ourselves favourably.

Accellency's work is unique in their ability to deal with highly technical topics and create a visually engaging format to convey in-depth knowledge. This conviction paper was an industry praised document. It struck the perfect balance between approachability to the non-experts whilst conveying refined views, making it a valuable resource even for experts.

I am grateful to the team and highly recommend them.

**MANAGING DIRECTOR
LEADING GLOBAL BUYOUT GP**

² Coalition Greenwich Voice of Client, 2022 Maximising Brand Impact Study

Maximising value through a comprehensive marketing campaign

In addition to designing and creating thought leadership publications, we advise investment funds on creating targeted marketing campaigns **to effectively reach and engage with their audience.**



LINKEDIN CAMPAIGNS

Enhance visibility by breaking down complex topics into concise, visually compelling posts. Engage your professional network by sharing high-impact posts that showcase key findings and insights.



MEDIA OUTREACH

Leverage your thought leadership publication to strengthen your market presence. Ensure your publication gains widespread attention using press releases and tailored journalist briefings.



WEBINARS & PANELS

Bring your publication's insights to a broader audience through focused webinars and engaging panel discussions. Delve into key themes and build meaningful connections with stakeholders.

Asset classes

Accellency's in-house expertise

With in-house expertise across 8 alternative asset classes, we offer the expert resources **to create the most impactful thought leadership publications.**

120+

GP advisory
mandates

80%

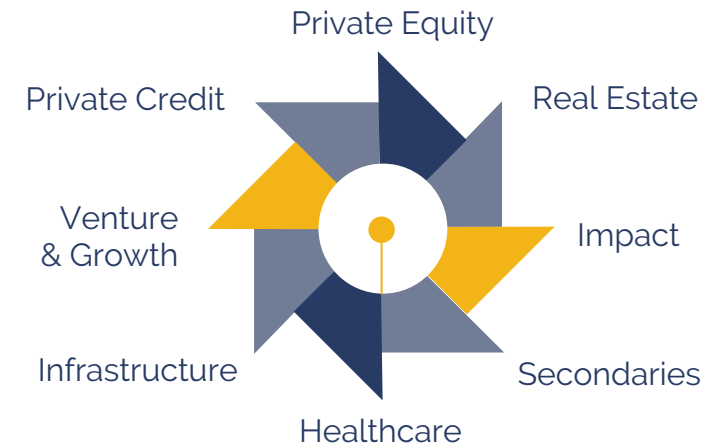
GP platform clients work
with us on multiple funds

\$690bn

Total AUM of our
investment fund clients

8

Asset classes
In-house expertise





Accellency is a strategic consultancy dedicated to **Investor Relations** and **Capital Markets**.

We advise investment funds and portfolio companies on strategy, content and delivery to raise capital, increase investor engagement and boost valuation. Our team brings together highly experienced professionals in investment banking, equity research, institutional investment, sales and investor relations.

For investment funds, we design and execute business development roadmaps ranging from fund positioning and GP platform strategy to roadshow preparation, AGMs and thought leadership publications. For portfolio companies, we pioneered the use of equity story as a tool for exit readiness. We advise on private exits and IPOs as well as helping listed companies take control of their equity story to maximise valuation.

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