COMMUNICATIONS AS A SERVICE | REAL ASSETS & ENERGY

Investor materials for two $100M funds that contributed to $20M raised.

A diversified group with $250M+ under management had two $100M funds to explain to US, Chinese, family-office and distribution-partner investors.



CLIENT	SECTOR	ENGAGEMENT	HEADLINE RESULT
Real assets & renewables group	Real Assets & Energy	Positioning, investor materials, IR campaigns	$20M · Raised for fund growth · engagement contributed

01 · PROBLEM

Two specialized funds, several investor audiences

The group managed more than $250 million and was marketing two specialized funds: $100 million in commercial real estate and $100 million in renewables. Each had its own investment case, and the audiences ranged from US high-net-worth investors and family offices to Chinese investors and distribution partners. Both funds had to be clear to each audience without losing the group's own story.

02 · WHAT WE DID

Positioning, investor materials, IR campaigns

Sirotin Ventures worked alongside the CEO on the group's positioning, then rebuilt the investor materials: the fund pitch decks, case studies drawn from the group's completed multi-million-dollar projects, and the supporting documents. One group narrative framed the materials; each fund kept its own investment case. The same material fed investor-relations campaigns reaching family offices, Chinese investors and distribution partners.

03 · RESULT

The engagement contributed to $20 million raised for fund growth, as reported for the engagement. The raise is the client's outcome; the positioning, materials and campaigns were the work that supported it.

Both funds remain under active marketing with the refreshed positioning, materials and outreach, so final totals are not yet known.

$20M RAISED FOR FUND GROWTH; ENGAGEMENT CONTRIBUTED

2 × $100M FUNDS STILL UNDER ACTIVE MARKETING

TWO FUNDS, FOUR AUDIENCES — FIGURE

Repositioned with the CEO; investor materials rebuilt behind two $100M funds, one group narrative, a separate case for each fund.

FUND 01	FUND 02
Commercial real estate fund — $100M	Renewables fund — $100M

REPORTED OUTCOME
$20M raised for fund growth
THE ENGAGEMENT CONTRIBUTED · NOT A SHARE OF $200M

INVESTOR AUDIENCES THE MATERIALS AND CAMPAIGNS ADDRESSED

- US high-net-worth investors
- Chinese investors
- Family offices
- Distribution partners

$20M as reported for the engagement; both funds remain under active marketing. The $250M+ under management, the two $100M funds and the $20M are different measures and are not additive.