

Launch and Raise

How GPs and Emerging Fund Managers Can Build a Repeatable Investor Acquisition System in 90 Days

Raising Capital Isn't About Outsourcing

Most GPs make the same mistake: they treat raising capital like a one-off project. They scramble for investors, duct-tape together outreach, and hope they can hit their fund targets before time runs out.

But raising capital isn't about outsourcing. It's about:

- Dedication
- Commitment
- Building trust



Why This Playbook Exists

I built this because I've been in your shoes.

I know what it's like to juggle deals, operations, and fundraising all at once.

I know the emotional and operational drain of chasing capital instead of managing assets. And I know how much more confident you feel when you have a reliable, repeatable system behind you.

This Playbook will show you:

- The frameworks that make your fund "investor-ready."
- How to move from chaos to structure in under 90 days.
- How to build systems that generate scalable, repeatable capital flow.



The Launch And Raise Approach

At Launch And Raise, we don't position ourselves as "fundraisers for hire." We're builders of **capital readiness systems**.

We help GPs and fund managers:

- Audit and segment their investor base.
- Create positioning and messaging that attracts the right LPs.
- Build CRM and funnel systems that keep capital flowing.
- Install reporting, SOPs, and investor-relations infrastructure.

Our job isn't just to help you raise this fund. It's to give you a **machine** that will serve you for every fund, every deal, every raise moving forward.

Ready to scale your capital raise?

Schedule your Free 15-minute strategy call now



Emanuel Stafilidis

Founder of Launch And Raise

For over 30 years, I've built a career in real estate by structuring high-yield, low-risk deals and delivering consistent returns. From flipping 40+ houses to structuring 20+ seller-financed deals, to launching and operating a fund — I've lived through the challenges of raising capital firsthand.

I didn't start Launch And Raise to sell theory. I started it because I know what it's like to build a fund, knock on doors, and fight for every commitment. I've also seen how the right system transforms that struggle into confidence and continuity.

That's what I bring to other GPs: practical, battle-tested frameworks for building investor-ready systems that actually work.



The Capital Readiness Framework

We break this down into four phases. Each builds on the last, turning fundraising from chaos into a structured machine.

Phase 1: Foundation & Blueprint

- Audit your current investor pipeline.
- Segment investor types (Accrediteds, Family Offices, Institutions).
- Define investor personas and value propositions.
- Build a messaging strategy that attracts capital.
- Begin CRM and dashboard design for pipeline tracking.

Phase 2: System Build & Outreach Enablement

- Launch funnel infrastructure (landing pages, automation, CRM).
- Create investor-facing assets (pitch decks, teasers, digital data rooms).
- Develop personalized outreach sequences for email and LinkedIn.
- Prepare webinar and content strategy for ongoing engagement.

Phase 3: Active Investor Engagement

Drive leads into webinars and calls.

- Qualify and score investors with CRM tracking.
- Implement structured follow-up campaigns.
- Refine pitch materials based on feedback.
- Start onboarding soft commitments into your fund.

Phase 4: Optimization & Scale

- Optimize funnels, webinars, and outreach for conversion.
- Track KPIs weekly for transparency.
- Document SOPs for repeatable fundraising.
- Train your internal team to run the system.
- Build a playbook for scaling future raises.

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Key Metrics We Track

To know if the system is working, we focus on metrics that matter:

- Leads generated per quarter
- Qualified investors segmented
- Calls booked
- Call show rate
- Close rate
- Average commitment size
- Total capital raised relative to fund goals

What You'll Walk Away With

By the end of this process, you'll have:

- A clear investor segmentation strategy.
- Messaging and assets that resonate with LPs.
- A working CRM and funnel system.
- A repeatable outreach sequence.
- A pipeline that shows exactly where capital is in the process.
- SOPs and reporting that make your raise scalable.

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Services & Tiers

Tier 1: Foundation Launch

For GPs new to raising or needing to reset their systems.

- Audit of CRM and investor data
- Segmentation and persona development
- Messaging and funnel strategy blueprint
- Initial pitch deck and email review

Tier 2: Capital Ready Systems

For GPs actively raising who need infrastructure.

- Everything in Tier 1
- Full funnel build-out with automation
- Outreach campaigns (email and LinkedIn)
- KPI dashboard setup
- Weekly review calls and optimization

Tier 3: Raise Partner Integration

For GPs wanting a fully embedded partner.

- Everything in Tier 2
- Weekly webinar management
- Investor onboarding SOPs
- Quarterly LP retention systems
- Team training and SOP handoff
- Success-based fee alignment

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Sustaining Your Capital Machine

We don't just install systems and leave. We build infrastructure that lasts:

Ongoing optimization and reporting

Quarterly LP satisfaction reviews

Updated assets and messaging based on market shifts

Referral and alliance development with existing LPs

Expansion into new investor segments



Final Word

Fundraising shouldn't be the bottleneck that keeps you from growing.

With the right frameworks, systems, and processes, you can stop scrambling for capital and start building an investor-ready machine that compounds over time.

If you're ready to take the guesswork out of capital raising, let's talk.

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