The African Private Capital Association

Virtual Fundraising and Investor Relations Masterclass

24 – 26 June 2026

The Masterclass

The **Virtual Fundraising and Investor Relations** is a Masterclass designed for both emerging and existing fund managers to enhance their skills and refine the strategies needed to excel in the competitive area of fundraising.

Led by seasoned experts, this hands-on experience will equip you with knowledge and actionable techniques to navigate the fundraising process. Whether you are a seasoned or emerging fund manager, you will gain a deeper understanding of institutional investors' criteria and requirements, enabling you to communicate your value proposition in a more effective way. From crafting compelling pitches to delivering clear oral messages, each session is designed to arm you with the tools necessary for a successful fundraise.

The Masterclass will also focus on effective stakeholder engagement, a cornerstone of fund management. You will learn how to enhance your relationship with investors, portfolio companies, and other stakeholders, ultimately driving value and achieving sustainable long-term success.

Through interactive exchanges, real-world cases, and personalised feedback, you will gain invaluable insights into crafting fundraising strategies that resonate with investors.

The sessions are sequential, with the learnings of one session building on those of the previous ones. Combining presentations, conversations, illustrative examples, and exercises, the sessions are designed to be interactive, allowing for a free flow of conversation among participants. A spirit of openness, inquisitiveness, and engagement is encouraged throughout the sessions, as participants are invited to ask questions, make comments, share their experiences, and address their concerns at any time during the class. The timing of sessions, as set out in the agenda, may be adapted to accommodate discussions and inquiries and to go deeper into topics of specific interest to participants.

We are confident that participants will leave equipped with a good understanding of how to navigate the fundraising process and with thought-provoking and practical insights for preparing their fundraising strategy.

Agenda

Day 1 – Wednesday – 24 June 2026		
08h30am – 09h00am	**Welcome and introduction**	
09h00am – 10h00am	**Module 1: *Understanding your investors***	We start by determining the first steps in the fundraising strategy, unravelling the complex landscape of fund investors and finding out about their investment strategies, frameworks and requirements. We will explore ways to determine which investors to target and how to investigate their preferences and assess their motivations. We will learn about institutional investors' decision-making processes, timing, and how best to approach them.
10h00am – 11h00am	**Module 2: *Communication strategies and messaging*** **Case: *Crafting compelling communication strategies for investor engagement***	The session introduces the participants to the art of crafting compelling communication strategies and messaging frameworks that resonate with diverse investor audiences, articulating your fund's value proposition, competitive advantages, and alignment with investor goals.
Day 2 – Thursday – 25 June 2026		
08h30am – 09h30am	**Module 3: *Live Case & Discussion***	This interactive session features an experienced fund manager sharing real-world insights from the frontlines of fund management. Participants will gain practical perspectives on navigating investor relationships, adapting strategies to market dynamics, and building resilient funds. Through open discussion and reflection on key lessons learned, the session bridges theory and practice, offering participants a rare opportunity to learn directly from a seasoned professional's experience in managing and growing investment funds.
09h30am – 11h00am	**Module 4: *Marketing material and due diligence***	In this module we focus on marketing materials and due diligence as part of fundraising. We will explore the principles for designing a compelling pitch deck, structuring its content in a way that is easy for potential investors to understand and use during initial screening. This will include how to present the team's track record, the fund's term sheet, key performance metrics, case studies, and differentiation factors. Additionally, participants will gain insights into the due diligence process from the investor's perspective, understanding the critical factors investors consider when evaluating fund opportunities. The final goal is for participants to understand what information potential investors are looking for and how to present it in a way that will resonate with them.

Day 3 – Friday – 26 June 2026		
08h30 – 09h30	**Module 5:** ***Strategic stakeholder engagement: building lasting partnerships for sustainable growth***	In this session we will explore the intricacies of building and nurturing meaningful partnerships with a diverse array of stakeholders, from investors and portfolio companies to regulatory bodies and community organizations. Participants will learn how to identify and prioritize key stakeholders, assessing their interests, needs, and influence on the firm's operations and objectives. We will address how to develop effective communication strategies tailored to different stakeholder groups, leveraging diverse channels and messaging frameworks to foster transparency, trust, and alignment. We will explore best practices for managing investor relations, from fundraising and reporting to addressing inquiries and concerns, ensuring a harmonious and constructive dialogue with LPs and other financial stakeholders.
09h30am – 10h30am	**Module 6:** ***Practical aspects of fundraising***	In this session we will tackle some of the practical aspects of the fundraising process, addressing participants' questions and concerns. It will include guidance on how to set up and populate a well-organized and safe data room, how to organize effective due diligence visits, how to approach and manage the operational due diligence, and if/when to engage a placement agent.
10h30am – 11h00am	**Key takeaways, wrap-up, reflections, and feedback**	We have the opportunity for participants to consolidate their understanding of critical concepts, reflect on practical insights gained, and discuss actionable strategies from the masterclass. Participants will revisit core lessons, share personal and professional reflections, and highlight areas of significant learning or lingering questions. Participants are encouraged to provide feedback to refine future sessions or topics for follow-up classes.

The Facilitator

Paola Ravacchioli

Paola is a fund-of-funds investment specialist providing strategic advice on risk capital investing to a wide range of actors, including private equity and venture capital firms, development finance institutions, government agencies, and consulting firms. Her work has focused on training and advising fund managers and investors, carrying out project appraisals, and advising on programs to promote the private equity and venture capital industry in various countries.

Previously, Paola spent 24 years with the European Investment Bank Group, six of which with the European Investment Fund. At the European Investment Bank (EIB), she carried out direct and indirect investments in the Middle East, Africa, and South Asia in a wide variety of funds, mostly venture capital but also private equity, impact, and climate funds. Paola conceived and helped develop Boost Africa, a joint initiative between the EIB, the African Development Bank and the European Commission focusing on supporting the nascent African venture capital industry through fund-of-funds investments and capacity building programs. Focusing predominantly on first time funds, she has a longstanding experience advising fund managers on how to improve their proposals to attract institutional investors, helping them develop their fundraising strategy and prepare compelling marketing materials.