



# LP BLUEPRINT

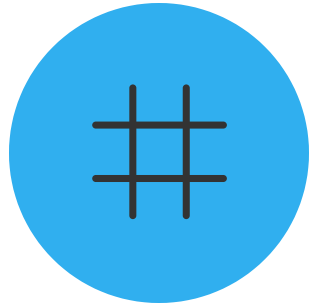
LP FUNNEL TEARDOWNS

LIVE FIXES FOR BROKEN OUTREACH

# What Is A Teardown?



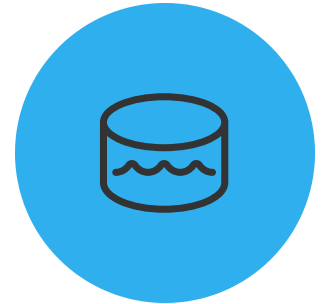
**We Look At Real  
Assets, Live**



**We Look At The  
Numbers**



**We See How Much The  
Investment Firm's  
Spending**



**We See If Pipeline's  
Converting!**



# Biases We Are Seeing

- **Meritocracy Bias**

“If I just have a great track record or sharp thesis, the capital will come.”

**Reality:** Capital doesn't flow to merit — it flows to **narrative + access + trust**.

**Fix:** Rewire GPs to think like salespeople, not selectors.

- **Time Dissonance Bias**

If you're not spending 70% time, 45+ hours per week for 18+ months you are not fundraising. That is 2457 hours. Let me know when they're done.

“I can balance fundraising with deal flow, ops, and everything else.”

**Fix:** Enforce 70/30 calendar discipline. Track time like a revenue org.

- **Relationship Illusion Bias**

“I've got 200 LPs in my network — I just need to make a few calls.”

**Reality:** “Warm intros” are worthless without a **real conversion funnel**.

**Fix:** GPs must build a true pipeline and CRM with weekly velocity tracking.

# Biases We Are Seeing

- **Overconfidence Bias**

I don't need help. I've raised before / I know my stuff / I'm credible.

**Reality:** The 2025 market's different. What worked in 2018 doesn't work now.

**Fix:** Break GPs early. Make them rehearse pitches. Demand mock LP Q&As

- **Burn Rate Denial Bias**

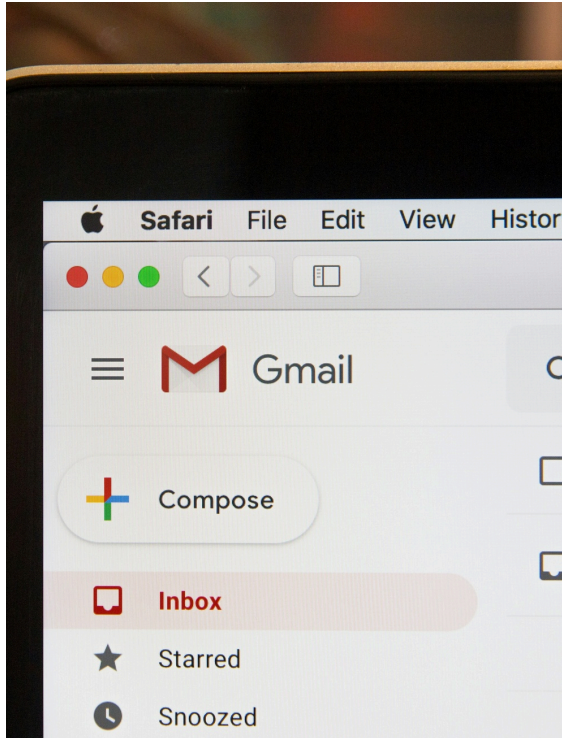
"I'll get soft commitments, and then backfill ops, marketing, and IR later."

**Reality:** Raises are front-loaded. If you don't look institutional **early**, you don't get second meetings.

**Impact:** GPs hold cash too tightly, then panic-spend at the end - when it's too late, WOMP WOMP.

**Fix:** Require GPs to allocate and deploy 2-2.5% upfront. No capital plan = no raise. No 2-2.5%? Not on my Zoom.

# What Failing Funnels Have In Common



No system to qualify interest



Reactive vs proactive follow-up



Pipeline bloat: LPs sitting idle for months



Emotional exhaustion

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# Where To Share Your Teardown From

## **Your CRM**

Hubspot, Salesforce, etc.

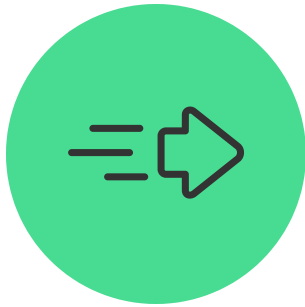
## **Lightweight Pipeline Trackers**

Google Sheets, Notion, Airtable

## **Outbound Workflow System,**

Snovio, MixMax, Apollo, Smartlead, etc.

# "Out Or Through" - The Funnel Discipline



**If They're Not In Motion,  
They're Out**



**30 Day Cycle Of Clarity**



**Service > Chasing, No Pitching In  
First Meeting, Pain Funnel Only,  
No Pain, No Pitch In Second  
Meeting, LP's Pain Must Be  
Deeply Profiled Prior To First  
Meeting**

# The Capital OS Funnel

- **Your Anchor Research + Anchor Packs**

AI-Powered Anchor Investors that Are Best-Fit who have anchored funds just like yours

- **Hubspot CRM, Affinity or similar**

Stages/Pain for all anchor investors

- **Hubspot or Smartlead**

Outreach Automation for all hyper-personalized email sequences for the 6-7 people at each anchor to determine pain level

- **IR Calendar**

Tracked, qualified meetings

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# What To Do This Week

## Figure Out The Exact Size of the Raise Including The 15% Buffer

\$100M = \$115M

Many investment firms under-budget because they fail to account for ops, cost of data warehouse, AI budget and LP and dealflow origination costs. **\$500K–\$1.2M/year**—just to play at an institutional level.

## Do "Fund To Fund" LPs

We have a document that shows you exactly how to get your LPs from Fund 1 and Fund 2 into your newest fund. First you need to know their AUM and their exact problems. If you're talking to people with AUM under \$200M you're talking to the wrong people.

## Have The Right Landing Pages

If the landing pages on your website are about you, founders or stuff other than LPs and LP problems LPs are going to think you're out of touch or full of shit. LPs care how you make them feel and what you know about their problems. That's it.

## Clean The Funnel

Figure out exactly what type of biz pain each LP has. If you cannot determine 2-3 reasons that they want to meet with you and then set the agenda for the next meeting, kill the deal.

# Join Capital OS Premium – June Cohort

 LP BLUEPRINT

## Capital OS Premium

A high-trust cohort with the tools, structure, and clarity GPs need to stop winging it and start closing.

UNLOCK QUARTERLY

UNLOCK ANNUAL

### Whats Included

- Full Narrative Overhaul – From first word to closing call
- Deck + Data Room Refinement – Clarity, structure, and strategic polish
- LP Pipeline Design – Tiered, prioritized, frictionless
- Fundraising OS Buildout – From pipeline dashboards to workflows
- Live Cohort – Weekly sessions and async reviews
- Capital OS Access – All AI tools + lifetime updates

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