

# Mastermind Program Overview (Key Info for Readers)

- **Program Name:** LP Blueprint Mastermind 2025
  - **Start Date:** March 6, 2025
  - **Who It's For:** Investment firms raising **\$30M+ from institutional LPs** (Family Offices, Funds of Funds, Endowments, Pensions, etc.).
  - **Goal:** To help firms **book 1-4 LP meetings per day** consistently, ensuring fundraising success.
  - **Meeting Structure:**
    - **Weekly 1-hour mastermind with Adam & Daniel (Fuel to Fly)**
    - **1:1 strategy call with Adam** (once per year)
    - **Bi-weekly deep-dive training** with Daniel
    - **Monday Office Hours** (weekly)
    - **Monthly Email Marketing Clinic** (with Daniel)
    - **Six-month check-ins** for firms with 20+ members
  - **Key Focus Areas:**
    - **Mastering the LP Funnel** (targeting the right LPs, meeting positioning, email sequences)
    - **Building a Scalable Outreach System** (automation, CRM management, follow-ups)
    - **Increasing LP Commitments** (closing strategies, objection handling, term sheet negotiation)
  - **Pricing:**
    - **\$750/month for 12 months** (ACH/Wire)
    - **[\\$800/mo for credit card](#)**
    - **5% discount for full payment via ACH/Wire**
    - **[Discount for firms bringing two people](#)**
    - To pay via ACH/WIRE, please email [adam@adammetz.com](mailto:adam@adammetz.com) and we will set it up
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## Q&A Highlights

### 1. How Do You Validate a Fund's Investment Thesis?

- **The fastest way to validate (or invalidate) a thesis? Find an anchor first.**
  - If you're raising **\$50M**, you need a **\$10M+** anchor.
  - If you **can't secure an anchor in 4-5 months**, your thesis **needs adjustment**.
  - **How to check if LPs are buying into your thesis?**
    - Use **data sources like Dakota, PitchBook** to find LPs who backed similar funds in the last **12-18 months**.

- If no one has backed a similar thesis recently, **you may be fundraising in a dead zone.**
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## 2. The 4% Response Rate Rule: Why It's Critical

- **Cold emails with <4% response rate = Broken outreach.**
  - **Key reasons LPs ghost or ignore emails:**
    - Poor targeting
    - Unclear positioning
    - No follow-up system
  - **Fix it by:**
    - Tightening **LP segmentation & personalization.**
    - **Using automation** to track response rates & refine messaging.
    - Implementing **multi-channel follow-up (email, LinkedIn, warm intros, events).**
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## 3. How Fundraising Cycles Have Stretched (Data Points)

- **Pre-2021:** Most fundraises took **12-18 months.**
  - **Now (2025):** Standard timelines have **extended to 18-24 months.**
  - **Why?**
    - **LPs are committing to fewer managers** and prioritizing **long-term partnerships.**
    - More firms **lack a structured LP engagement system**, leading to unnecessary delays.
    - **Higher competition** for capital means GPs need to **book 1-4 LP meetings per day** to stay in the game.
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## 4. Should Emerging Managers Target Insurance Companies?

- **Question:** “Are insurance companies open to backing smaller funds (e.g., \$20M)?”
- **Answer: Yes, but they require a different approach than typical LPs.**
  - **Corporate Venture Arms (CVCs)** of insurers (e.g., **AmFam Ventures**) actively invest.
  - **Key Differentiators:**
    - They prioritize **risk-adjusted returns over high IRRs.**
    - They want **long-term capital partnerships.**
    - There's a **fee structure price war**—co-investment opportunities are key.
- **Apollo Global Management isn't an insurer, but it's a great case study.**

- Apollo **partners with insurers to manage their policyholder float**, creating **perpetual capital pools**.
  - GPs raising capital should **study how Apollo structures insurance-backed investments** and look for ways to scale that **downward to their model**.
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## 5. What's the Biggest Fundraising Challenge Right Now?

- **The biggest predictor of fundraising success:**
    - **Booking 1-4 new LP meetings per day, every day.**
    - If you're not **adding \$1-4M in net new pipeline daily**, your fundraise will stall.
  - **Common mistakes that kill momentum:**
    - No structured **LP engagement** strategy.
    - Weak **follow-ups after first meetings**.
    - **Cold outreach that isn't converting** (see 4% response rate rule above).
  - **Solution:**
    - Implement **data-driven LP outreach**.
    - Automate **CRM workflows**.
    - Build a **predictable system that runs itself**.
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## New LP Data Solution (Exclusive for Mastermind Members)

- **A searchable LP database** (family offices, institutions, endowments).
  - **Natural language search** (no spreadsheets).
  - **Daily updates with new LPs & investment theses**.
  - **Example:** If you're looking for **Richard Branson's family office**, the system pulls up their investment thesis instantly.
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## Final Thoughts & Takeaways

- **LP Blueprint Mastermind is NOT just coaching—it's a structured system** for securing LP meetings and closing funds faster.
  - **Biggest takeaway:** The firms that **succeed in fundraising today aren't just working harder—they're working systematically** with AI, automation, and data-driven decision-making.
  - **Final Call: Mastermind starts in 24 days (March 6, 2025).** If interested, **apply now to secure a spot**.
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## Next Steps

- ✓ **Enroll in Mastermind** before March 6.
  - ✓ **Take advantage of discounts** (ACH/Wire saves 5%).
  - ✓ **Join weekly Office Hours** for ongoing Q&A.
  - ✓ **Leverage the LP database** for better targeting.
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### This version now:

- ✓ Moves **thesis validation to the top**.
- ✓ Pushes **the 4% response rate issue higher**.
- ✓ Adds **data points on how fundraising cycles have stretched**.
- ✓ Corrects **Apollo's role (they work with insurers, but aren't one)**.

Would you like a **shorter version** of this summary for an email or LinkedIn post? 🚀