

Building the Blueprint: Launching a \$400M Family Office from the Ground Up

www.theexceptionalplan.com



AT A GLANCE

CHALLENGES

- Translating a complex, multi-strategy investment approach into clear materials for diverse stakeholders.
- Modeling projections with multiple fee tiers, co-investment vehicles, and operational cost layers.
- Maintaining cohesive branding across four deliverables with institutional-grade credibility.

RESULTS

- **Achieved \$400M** in assets under management using TEP-developed investor materials.
- **Complete launch package:** one-pager, investor business plan, pitch deck, and financial projections.
- **Clear financial model** mapping fee revenue, breakeven timelines, and growth trajectories.

CLIENT PROFILE

A seasoned investment professional with decades of institutional portfolio management experience set out to launch an independent family office. To attract capital, establish credibility, and bring co-investment partners to the table, they needed a comprehensive suite of investor-facing materials that could stand up to institutional scrutiny.

The Exceptional Plan developed four deliverables: a polished one-pager for initial outreach, a full investor business plan, a presentation-ready pitch deck, and detailed financial projections modeling fee structures, AUM growth, and operational costs. Armed with these materials, the founder successfully attracted \$400 million in assets under management.

BENEFITS

One-Pager & Pitch Deck

- One-pager distilling investment thesis, target allocations, and leadership credentials.
- Pitch deck with narrative arc from market opportunity through strategy to track record.

Investor Business Plan

- Governance structure, investment philosophy, risk management, and operational infrastructure.
- Multi-strategy approach across asset classes with allocation targets and rebalancing methodology.
- Roadmap for scaling operations and expanding co-investment partnerships.

Financial Model

- Management fees, performance allocations, and expenses across multiple growth scenarios.
- AUM growth forecasting tied to deployment timelines and co-investor commitments.
- Breakeven analysis and long-term profitability modeling for internal and external use.