



MERIDIAN DEAL PARTNERS
Private-market capital formation

CAPITAL FORMATION

Materials before outreach. Process through close.

Meridian prepares founder-owned businesses for family office and holding company capital. We define the investor profile, build the narrative and diligence room, then run sequenced outreach through to close.

A small number of mandates at any time. Selective by design.

ENGAGEMENT

\$15,000

Flat, to initiate

SUCCESS FEE

5%

Of capital raised

MANDATES

Selective

A few at a time



WHAT WE DO

Four workstreams, one raise process.

We define the right investor profile, build investor-grade materials and a diligence room, then run outreach and process through to close.

01

Investor matching

The right investor profile for your sector, built into a sequenced target list — stage, cheque size, thesis, and ownership posture. The right rooms, in the right order.

02

Data room build

A complete, structured, diligence-ready room — corporate, financial, commercial, product, legal, and team — standing before outreach begins.

03

Narrative & materials

The story reframed around what investors underwrite in your sector, then deck, one-pager, model, and FAQ built to a standard that earns the next meeting.

04

Process to close

We run outreach, manage the funnel, coordinate diligence, and stay alongside you through term-sheet and close — so you keep operating the business.

HOW WE RUN IT

Five phases. The room is complete before the first investor call.

1

Fit assessment

We assess the company and the raise honestly, and only proceed where we believe the round is achievable. If it is not a fit, we say so early.

2

Narrative & materials

We sharpen the investment story and build the full materials set — deck, one-pager, model, and FAQ — framed around what your investors underwrite.

3

Data room build

In parallel, we stand up the diligence-ready room. Complete, structured, and permissioned before a single investor sees it.

4

Investor process

We approach the sequenced target list, manage the funnel, and book meetings. You walk into prepared conversations, in the right order.

5

Diligence & close

We coordinate diligence, maintain momentum, and support you through term-sheet and close.



OUTREACH INFRASTRUCTURE

Three routes in. One system to run them.

Meridian does not rely on a static list. The desk sequences warm principal introductions first, then scaled outbound calling and permissioned email calibrated to your addressable investor market — every route, reply, and meeting logged in Meridian OS.

Hundreds

FO calls daily

Warm first

network sequenced

Up to 500k

emails / month

One system

Meridian OS

01

Warm principal network

Live family office, holding, and advisor relationships approached first — mandate-fit introductions before volume enters the funnel.

02

Scaled outbound calling

Dedicated outbound to principals, CIOs, and investment directors across your corridors — every call logged with mandate-fit rationale.

03

Email scaled to your market

Permissioned sequences from focused corridors, calibrated to your addressable investor market — never spray-and-pray.

04

Meridian OS route control

Call outcomes, replies, meetings, and removes maintained in one auditable process record — from first touch through diligence.



ENGAGEMENT TERMS

Selective mandates. Clear economics.

ENGAGEMENT

\$15,000

A flat fee to initiate the mandate — fit assessment, materials build, room, and process management.

SUCCESS FEE

5%

Applied to capital closed. No success fee on capital not raised. Aligned entirely to outcome.

VOLUME

A few

A small number of mandates at any time. Quality of execution is non-negotiable.

STRONG FIT

- Founder-owned business with traction and a defined round
- Clear use of funds tied to expansion investors will stress-test
- A sector and stage where family office or holding mandates sit on the desk
- Founders who engage fully in the materials build and investor process

NOT A FIT

- × Pre-idea or pre-product concepts seeking validation
- × Open-ended fundraising with no defined round or use of funds
- × Businesses that cannot articulate why they scale
- × Founders seeking to fully outsource every investor conversation



APPLY

Submit an application.

Meridian reviews every submission within 48 hours. We proceed only where the raise is genuinely achievable — and we say so, either way.

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Every application is reviewed by the desk. No automated filtering.

Meridian Capital Formation provides fundraising preparation, materials, data-room build, and process management. Terms are confirmed in a written engagement agreement. This brief is not investment advice, and not an offer or solicitation.



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