

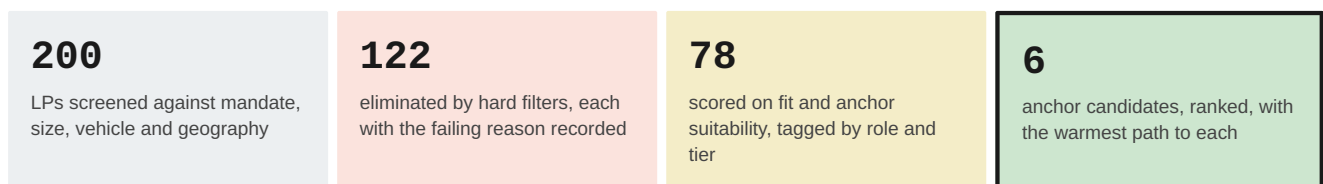
MUSU MATCH ENGINE

The right anchor investor in minutes. Not weeks.

Sharper targeting. Human relationships.

Match Engine screens the LP universe against two things — your track record and the fund you are raising — then returns a ranked anchor outreach plan: who to call first, why they fit, and the warmest path in. Before a single cold email is sent.

FROM UNIVERSE TO ANCHOR PLAN · ILLUSTRATIVE RAISE



Counts are illustrative of a live run — never staged. A full run completes in under three minutes, elapsed time on screen.

01

The problem it solves.

An anchor decides whether a first close happens. Finding one today means weeks of desk research, bought lists and cold outreach — and the agents pitching access are paid on the transaction, not on whether the LP was ever a fit.

Match Engine replaces that with a screened, scored, explainable plan, rebuilt in minutes whenever the fund changes.

02

Not a black box.

Every score comes from a deterministic pipeline — hard filters, then fit, anchor suitability, role and tier. The same inputs always produce the same ranking. The AI layer parses your inputs and drafts the rationale; it never writes a score, never invents a relationship, and never inflates an LP's appetite.

03

What you get, per LP.

A fit score and a separate anchor-suitability score, components exposed

A role tag: anchor candidate, lead, core, strategic or follow-on

Why it matches, likely objections and expected conditions

The warmest path in — a named chain from your own network

A suggested ticket and ask, with confidence and last-verified flags

04

Fund-type intelligence.

Same manager, different fund — different anchors. A first-time blind pool routes to fund-of-funds and DFIs; a sector fund pulls in corporate strategics; an SMA unlocks sovereigns and insurers. One toggle re-ranks live.

METHODOLOGY

Seven components. Weighted and visible.

Each eligible LP scores 0–100 on fit across seven components. Weights are visible in the product and adjustable in the config panel; a development-capital raise activates its own weight profile.

Mandate alignment 30

Stage, sector and geography precision against the LP's stated mandate — country beats region beats global.

Structural fit 10

Co-invest, GP-stake and SMA appetite against what you offer.

Economic alignment 5

Fee and term sensitivity against your proposed terms.

Track record vs the LP's bar 20

Pensions demand fund-level records; DFIs and FoFs accept attributable deals. Scored against each LP's own bar.

Strategic & development alignment 10

Scored on evidence, not aspiration. Doubles in weight on development-capital raises.

Size & ticket fit 15

Distance from the LP's sweet spot, not just inside the range.

Activity & recency 10

Open allocation windows, recent commitments, pace headroom.

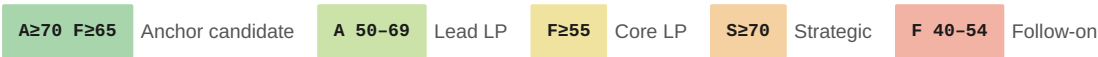
Hard gates, not score penalties.

Geography, fund size, vehicle, sector exclusions and first-time appetite filter before anything is scored. A pension with no first-fund appetite is out — the failing reason recorded — and no weight-tuning brings it back.

Relationships never move a fit score.

Warmth changes outreach order and the path in: a prior LP or a warm two-hop chain rises in the plan. The fit score itself never moves. Restricted LPs are excluded outright, flagged with the reason, and never approached.

READING THE ROLES



05

A second axis: anchor suitability.

Fit says whether an LP belongs in the raise. Anchor suitability says whether it can lead: ticket capacity, anchor history, decision speed against your first-close date, cornerstone or SMA acceptance. A perfect-fit LP that writes small tickets is never presented as your anchor.

06

Built for the way raises work.

A ten-field intake or a pasted deck; a review screen that flags every parsed assumption; live vehicle and thesis toggles with a visible diff; CSV export and CRM sync. Every weight, gate, band and boost is tunable in the config panel — no code change.

See it on your raise.

We run the first pass on your fund and network under NDA and walk your team through the plan.

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All figures shown are illustrative. MUSU Match Engine is a product of MUSU AI Advisory Inc., 407 Iroquois Shore Rd, Unit 8, Oakville ON L6H 1M3, Canada. It communicates likelihood, not certainty; it does not guarantee commitments or provide investment advice.