

# HOW TO LAUNCH & BUILD AN INVESTMENT FUND

Rooted in sharing his nearly two decades of experience as a hedge fund manager, Whitney Tilson has created a new business, Kase Learning, and launched a one-day seminar entitled ***How to Launch and Build an Investment Fund***.

During the seminar, Mr. Tilson and his partner, Glenn Tongue, will share everything they've learned over the years about launching and building multiple hedge funds and mutual funds, be available to answer all questions, and invite 1-2 veteran investors as guest speakers to share their wisdom, so that participants can stand on their collective shoulders and achieve even greater success. It's going to be equal doses of learning, self-improvement and fun!

The seminar is designed for two types of investors: a) those who aspire to launch their own funds; and b) those who are already running their own funds and would like grow them.

## AGENDA

Each seminar will be tailored to the specific interests of those attending, but in general the curriculum will include:

- Make the right decision about whether/when to launch your own fund
- Decide whether to create a hedge fund or separately-managed accounts business
- Optimize the fund's management fee, carry and redemption terms
- Choose the right service providers
- Identify and solve legal, regulatory and compliance issues
- Negotiate a partnership and/or seed deal
- Hire the right people at the right time
- Make a name for yourself and stand out from the crowd
- Target the right investors
- Raise \$1 billion (or not)
- Write compelling investor letters
- Develop great slide presentations and make killer stock pitches
- Effectively manage through periods of poor performance

To facilitate networking, the resumes/bios of all participants will be shared among the group (with permission), and there will be a cocktail reception at the end of the day.

## SCHEDULE

In addition to the currently scheduled dates and cities, we will plan future seminars based on demand so if you are interested in attending any of our programs, please let us know by calling (212) 265-4510 or emailing [info@kaselearning.com](mailto:info@kaselearning.com).

## FURTHER INFORMATION

To learn more, call (212) 265-4510, email [info@kaselearning.com](mailto:info@kaselearning.com), or go to [www.kaselearning.com](http://www.kaselearning.com).

## REGISTRATION

To register, go to [www.kaselearning.com](http://www.kaselearning.com).

## TUITION

The tuition is \$2,595 if the seminar is taken-on a stand-alone basis. Most people take it, however, as part of a five-day program that includes our three-day ***Lessons from the Trenches*** investing bootcamp and a one-day ***Advanced Seminar on Short Selling***. The bootcamp and one seminar are \$8,995, all five days are \$9,995, and both seminars are \$4,595.

## EARLY BIRD PRICE: 50% OFF

*Registration is fully refundable until one month in advance; thereafter it is fully transferable or the amount paid can be applied toward any future Kase Learning program.*

## WORLD TOUR CALENDAR

2018

July 10  
London

August 2 - 4  
Webinar

September 28  
New York City

October 22  
Hong Kong

December 3  
Sydney

December 13  
New York City

2019

January 14  
Mexico City

February 5  
Zurich

February 25  
Tokyo

March 11  
New York City

April 8  
Singapore

April 22  
Toronto

May 2  
Omaha

May 20  
Sao Paulo

## TESTIMONIALS

In early December, Mr. Tilson hosted a pilot seminar with a dozen participants. Here's what five of them had to say (testimonials from all 12 plus an observer are available separately):

“ It was a wonderful, almost life-changing experience. In a nutshell, it felt like an intensive infusion of wisdom and practical advice. I also really enjoyed meeting the people in the group who were, without exception, intelligent, hard-working, open-minded and friendly.” – Gabriel Grego, Quintessential Capital Management LLC

“ I would absolutely recommend this seminar to anyone aspiring to run their own investment management business. What is taught in this seminar is pure gold. It's not taught anywhere else and there aren't that many people in the world who really understand what it takes to raise a billion-dollar fund. I think that this is an incredible product. It's not really a proxy for business school or Columbia's value investing program. It's more advanced and for someone farther ahead in their career. There are so many start-up, emerging managers who have no idea how to raise money and where to start.” – Anonymous

“ I'm lost in words while expressing my appreciation. It was the mother of all seminars. Really. It was invaluable: so many wise teachings, thoughts and reflections, and opportunities for personal growth. When I got back to work, I spent the entire afternoon sharing with my team the many learnings from our week together. Your humility, candor and selflessness are all great trademarks of yours and were evident during the week. You are a heck of a role model and I'm so lucky to have you as my cherished friend.” – Paco Carrillo, Mexico Value Partners

“ At the beginning of Whitney's course, I didn't know what to expect and had little idea of how to set up and market my business, but after only a few days it's not an understatement that the seminar will make me millions of dollars and save me a great deal of trouble. Whitney laid out everything he did right in launching and growing his fund for more than a decade and then, perhaps more importantly, very honestly detailed what he did wrong. Through his connections, we also met with investors at the very top of the industry who were very generous with their time and open to all questions.

Lastly, I now have 12 friends who are very bright and at a similar point in their careers who I can bounce ideas off of, a clear plan for how to market and grow the business (it's encouraging when you hear Bill Ackman tell you he likes your plan), and most importantly I know what pitfalls to avoid.” – Angelo Martorell, Martorell Capital Partners

“ As a young analyst trying to get ahead, this was the shot in the arm I needed. I know the hedge fund world has become increasingly difficult and competitive, so I've been looking for any leg up I could find – and the seminar delivered, far surpassing my expectations. I was blown away by the one-on-one, personalized attention and can't imagine a better way to learn than from Whitney's case-based format. I left the seminar a better investor, entrepreneur and, unexpectedly, better person. Highly recommended!” – Jeremy Lichtman, SevenSaoi Capital

### CONTENT IS FOR INFORMATION PURPOSES; NOT INVESTMENT ADVICE; BEWARE OF TESTIMONIALS:

The information shared by Kase Learning, LLC (“Kase”) is for informational purposes ONLY. Kase limits its advice to the dissemination of general information pertaining primarily to life and entrepreneurial coaching. Advice should not be construed as a solicitation to effect, or attempt to effect transactions in securities, or the rendering of personalized investment advice for compensation. Such information is not meant to be tailored financial or investment advice of any kind. The testimonials described herein may not be indicative of every person's experience.

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