



HedgeWorld News is sponsored by:

Section: [Daily News](#)

Hedge Connection Event to Spotlight Investors

By Jacob Bunge, Financial Correspondent

Friday, June 01, 2007 5:33:20 PM ET

NEW YORK (HedgeWorld.com)—Now a year and a half old, online capital introduction platform Hedge Connection will hold the first of what it anticipates will be an annual meet-and-greet event, where investors and hedge funds users of the platform will be able to chat in person.

Hedge Connection functions as a sort of online matchmaking service, where hedge fund managers register and browse profiles of various types of investors, paying for access to investors' contact information [Previous HedgeWorld Story](#). That's as far as Hedge Connection goes—at that point, it's up to the manager to earn an allocation—and for this reason the platform is much cheaper for managers than traditional cap intro avenues.

The event, titled "An Evening with the Pros" and scheduled for Thursday, June 7, is a more traditional capital introduction affair in that it will bring together managers and investors over hors d'oeuvres and cocktails at the Reuters Building in New York. (Reuters is the parent company of Lipper HedgeWorld.) But the structure of the evening turns the usual capital introduction concept on its ear, making the investors the star of the show, according to Andrew Saunders, vice president of Hedge Connection Inc.

"Structurally, the event is much more focused on the investor, rather than the manager," Mr. Saunders said. "The goal is to provide some insight as to how they view their hedge fund portfolio ... what they're trying to achieve with their hedge fund investments."

The event will feature a panel discussion representing different types of investors—a family office, an institution, and an IRA advisor to high-net-worth individuals. These various investor groups will host roundtables later in the evening, when managers will be able to sit down and discuss strategy. Among the participating investors is Tom Zukosky, chief investment officer at Discovery Capital Corp., a Vancouver, Canada-based fund management and venture capital firm, and Mr. Saunders noted that funds of funds would be represented on both the investor and manager sides.

Attending managers run the gamut from startup funds to established firms with several hundred million dollars in total assets. Strategies include a mortgage-focused fund and a China specialist. The event will draw big firms looking for allocations to new products along with smaller firms out for seed money.

"The goal is to create a community," Mr. Saunders said, adding that he expected 100 to 120 attendees. "Investors and hedge funds sharing notes and ideas and being able to contact one another without paying expensive fees for that introduction."

Though similar capital introduction events are often held by prime brokers, the Hedge Connection event aims to deliver a richer mix of attendees. Mr. Saunders described it as prime broker-neutral, strategy-neutral and asset class-neutral, not to mention more affordable for managers—it's free of charge to Hedge Connection members.

That membership in the past year and a half has risen to about 700 investors and 350 funds, with more funds waiting for approval, according to Mr. Saunders. He put overall investor membership at 25% to 30% family offices and 25% to 30% funds of funds, with 35 different countries represented; individual fund membership is skewed toward the sub-\$250 million range across an assortment of strategies.

Hedge Connection estimated that approximately \$50 million has been allocated through its platform so far, and more investments are in the pipeline. Mr. Saunders observed that hedge fund allocations can take 15 to 18 months to complete, which is roughly how long Hedge Connection has been in operation.

As for events, the company will continue its recently-launched series of breakfast seminars, and depending on the success of next Thursday's event, another such evening may be held later in the year. But the focus will remain on the site, according to Mr. Saunders.

"We're trying to build out learning opportunities and networking opportunities for our membership through the web site and through periodic events like these," he said, "but we have no intention of turning into an event company."

JBunge@HedgeWorld.com

Story Copyright © 1999-2007 HedgeWorld Limited All rights reserved.