

# HEDGE FUND

# ALERT

The Weekly Update on the Alternative-Investment Community

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## Marketer Pushes Online Introductions

Capital-introduction specialist **Lisa Vioni** has set up a Web site where hedge fund managers can find information about prospective investors.

The subscription-only site, [hedgeconnection.com](http://hedgeconnection.com), is affiliated with Vioni's two-year-old **Investment Management Resources** — a Long Boat Key, Fla., boutique that hosts capital-introduction conferences. About 330 investors have agreed to list their names and contact information on the site so far, and Vioni says she hopes to attract many more from a rolodex of 5,000. Fund managers can also post their information.

Vioni screens participants to make sure they are legally qualified to invest in hedge funds. Investors don't have to pay for the service, while managers can choose from three service packages:

- "Gold-plus," with access to information on 20 investors per month and spots at capital-introduction events. Cost: \$14,000/year.
- "Gold," with access to information on 20 investors per month. Cost: \$12,000/year.
- "Silver," with access to information on 10 investors per month. Cost: \$6,000/year.
- "Bronze," which allows managers to post their performance figures, but doesn't give them access to investor information. Cost: \$2,400/year.

Vioni, who has also worked for **Ellington Management**, believes her site will prove useful to hedge fund managers because it costs less than hiring third-party marketing firms. She also maintains that the process is more efficient than the typical capital-introduction conferences run by prime brokers.

Her company is opening a New York office in September. ❖

