

Navigating Fundraising in 2025: keys to succeed

April 2025

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Speakers



Jobin Mathai

Customer Success Manager, Preqin

Jobin works closely with our Middle East customers. With over 3 years in the role, he has developed a deep understanding of our Preqin solutions and the unique needs of the regional market. Jobin's experience enables him to provide support and optimize client experience.



Caroline Teleisha

Principal, Customer Success Manager, Preqin

With 8 years of experience at Preqin, Caroline has built a well-rounded expertise in customer relations. She has consistently worked closely with clients, understanding their needs, and delivering tailored solutions. Caroline is passionate about providing exceptional customer experiences and combining industry knowledge with a customer-first approach to drive success

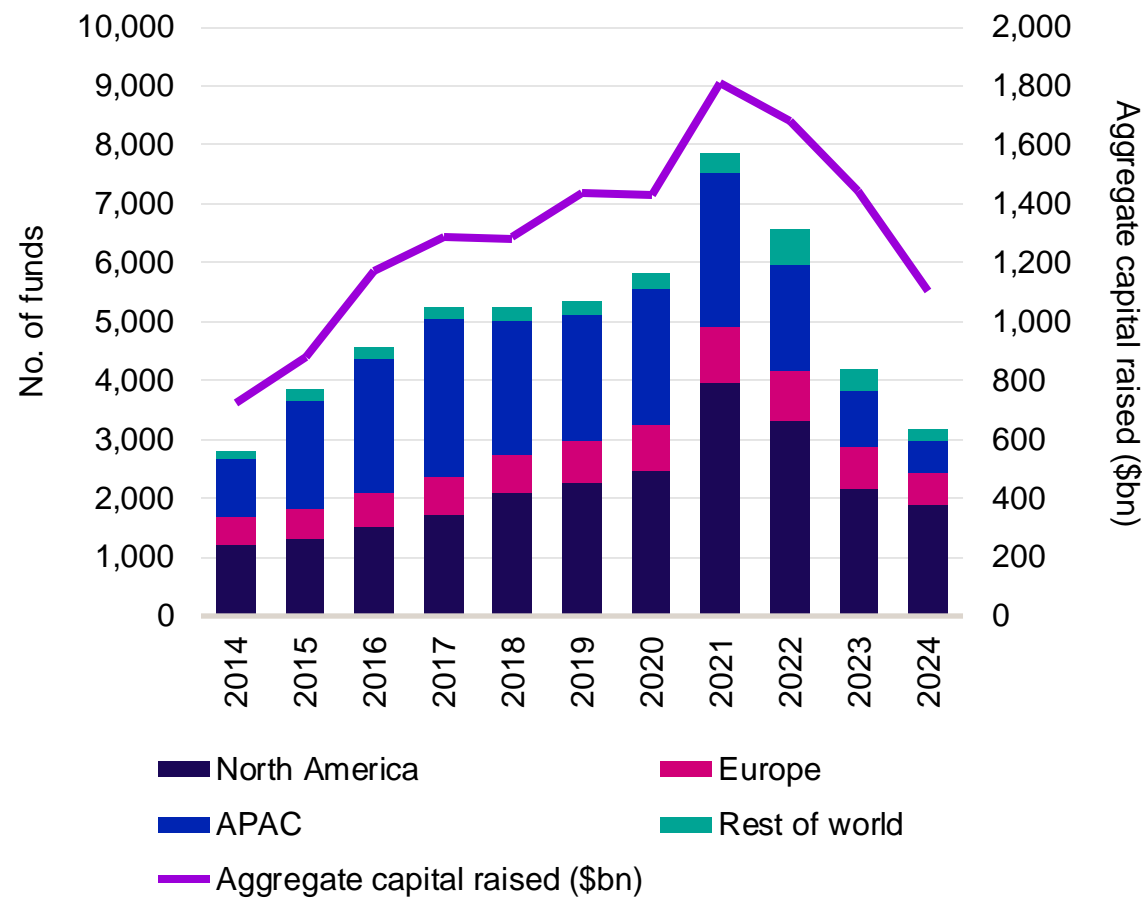
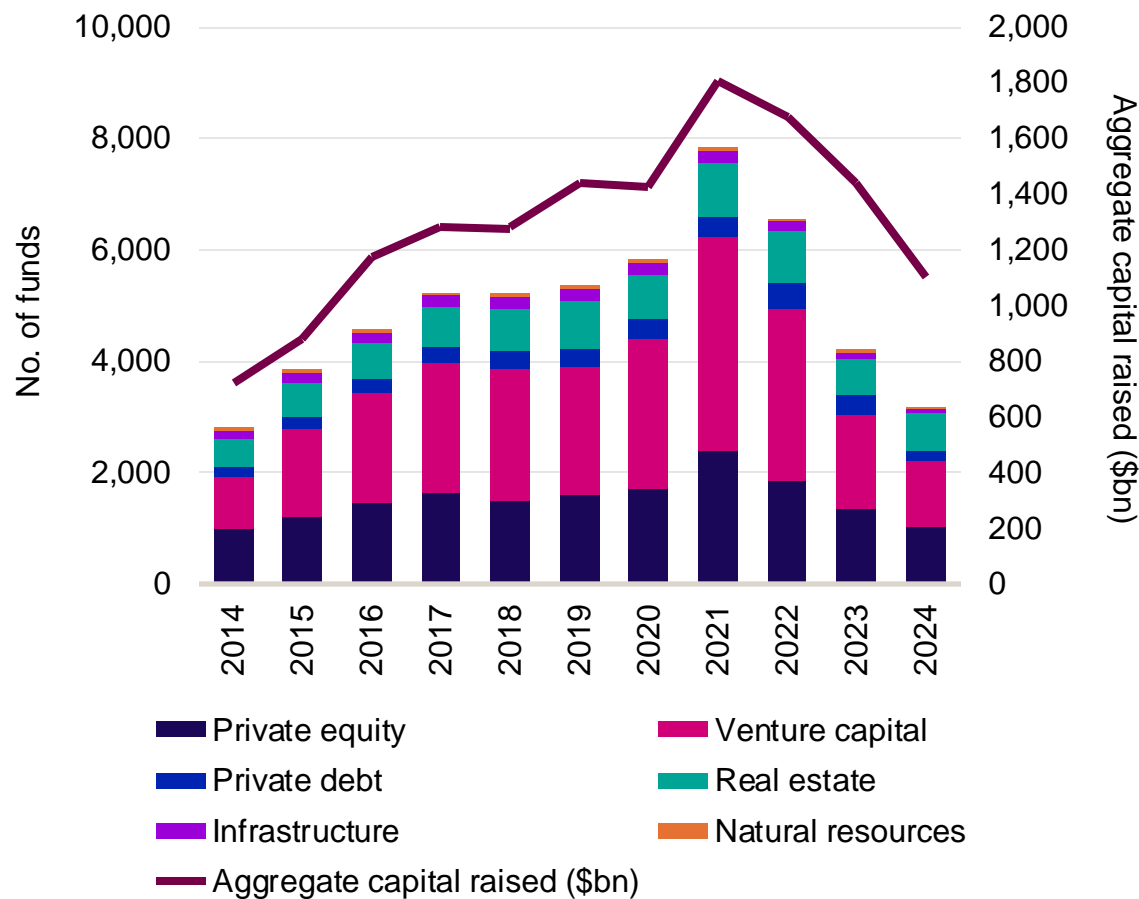


Tom Carr

AVP, Product Management, Preqin

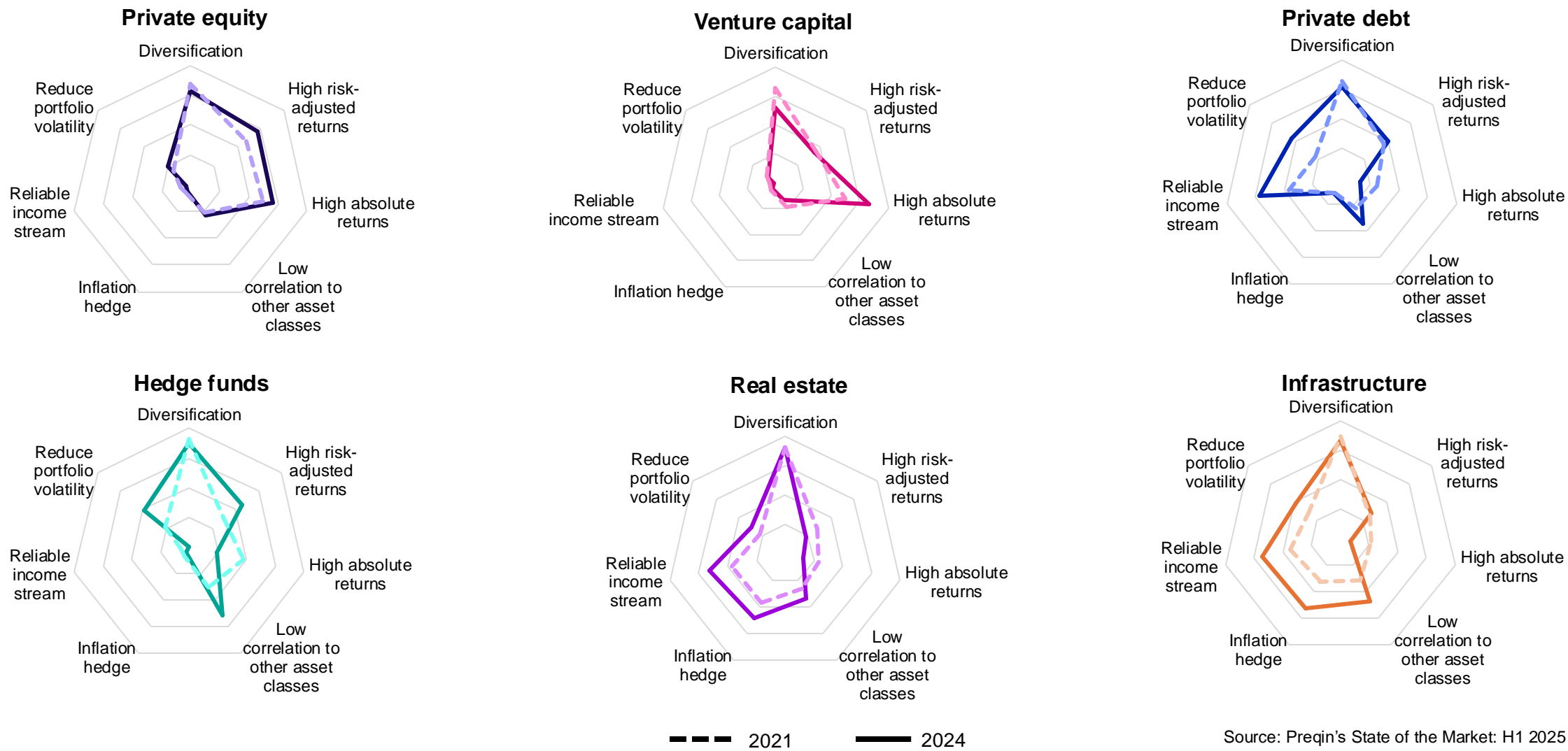
Tom is a seasoned product manager with expertise in product strategy, agile development, and financial data solutions. At Preqin, he leads product innovations for fund managers, driving growth and business impact. Over his 14-year tenure, he has held roles across private debt, real assets, and hedge fund products, shaping strategy and delivering award-winning solutions.

2024 Fundraising: A Review



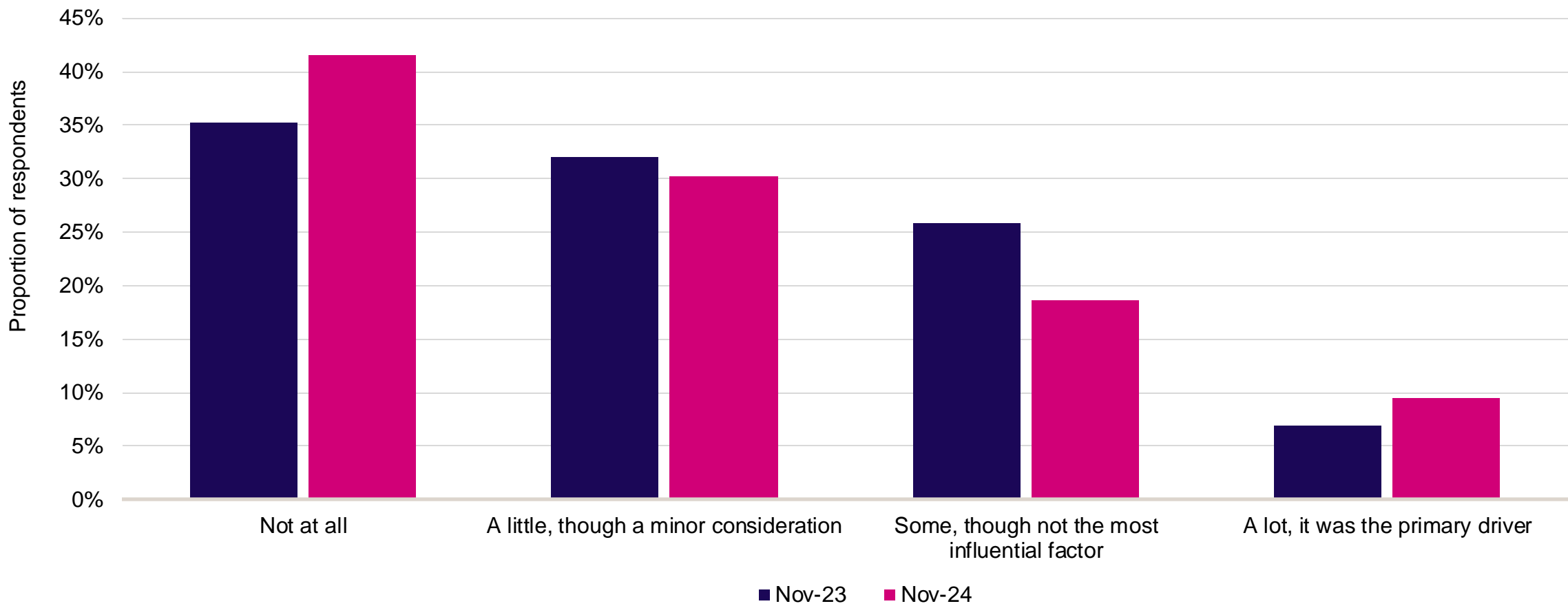
Source: Preqin

Investors have narrowed their focus on benefits of alternatives



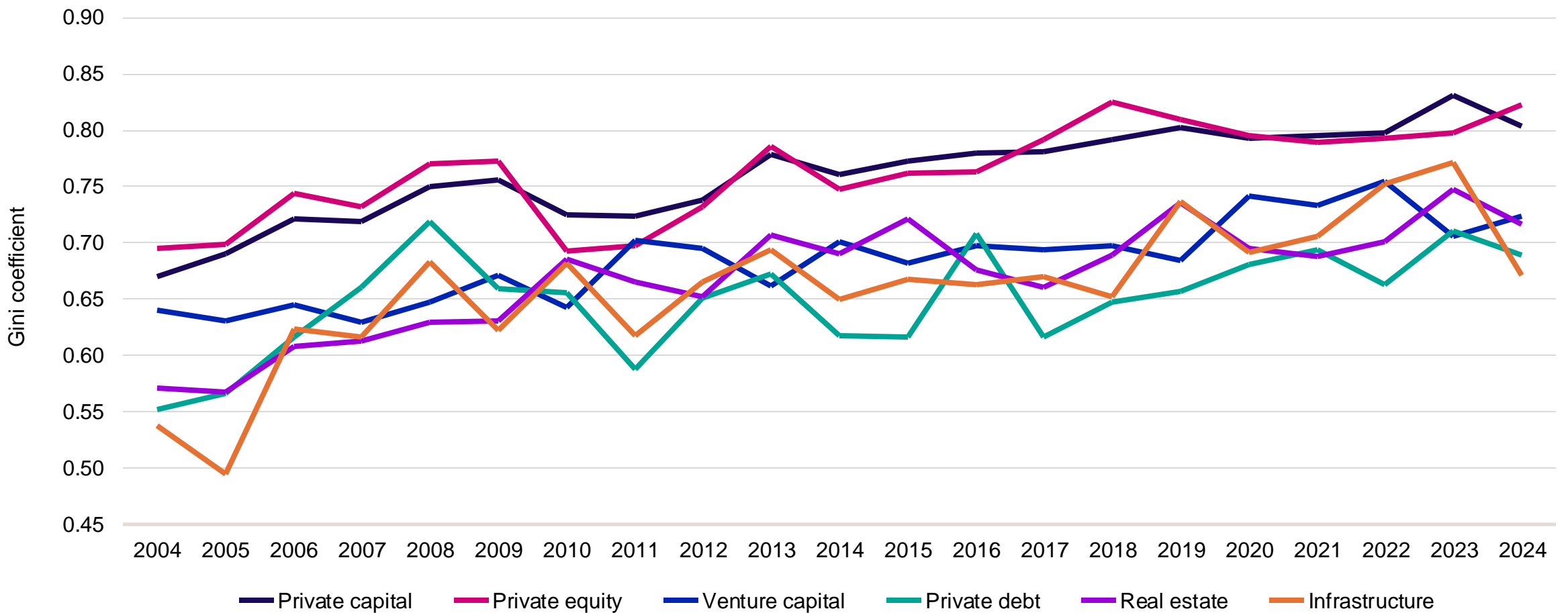
Source: Preqin's State of the Market: H1 2025

Denominator effect eased during 2024



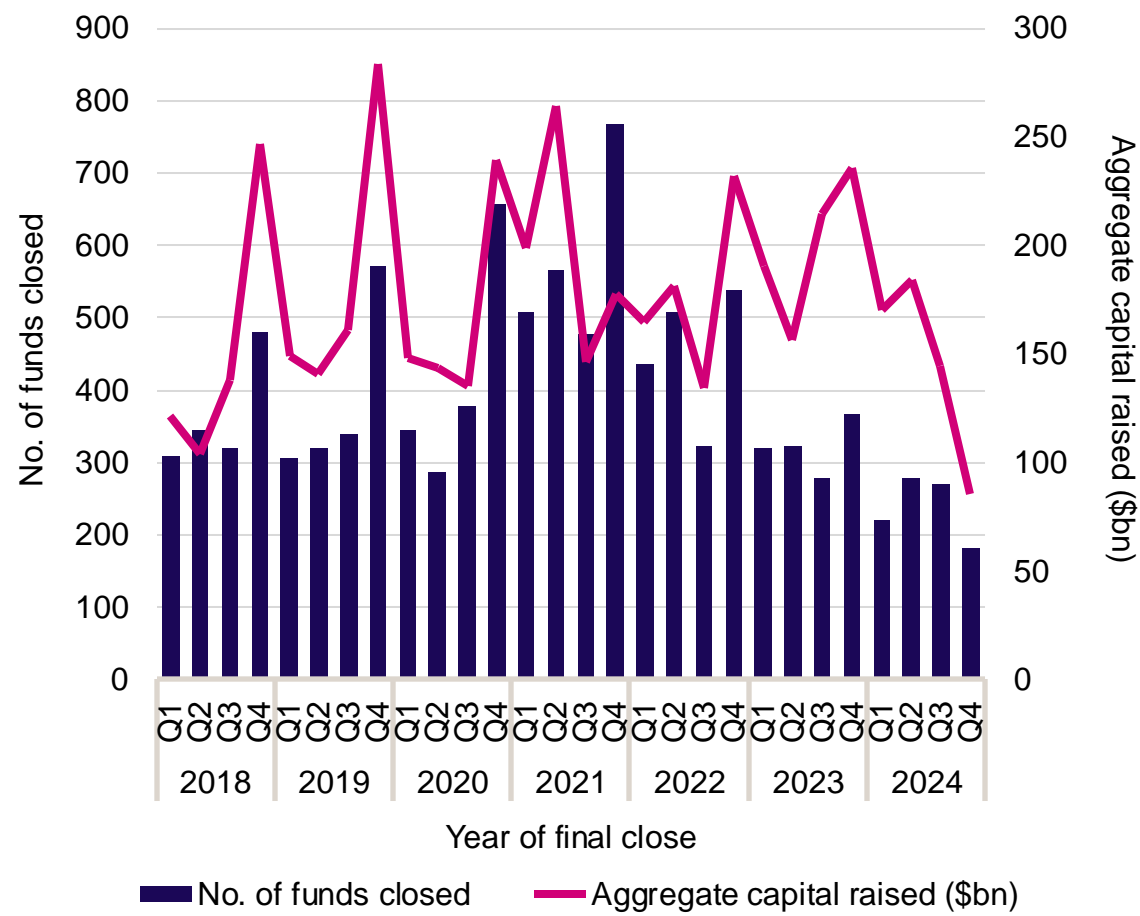
Source: Investor Outlook: H1 2025

The trend of capital concentration

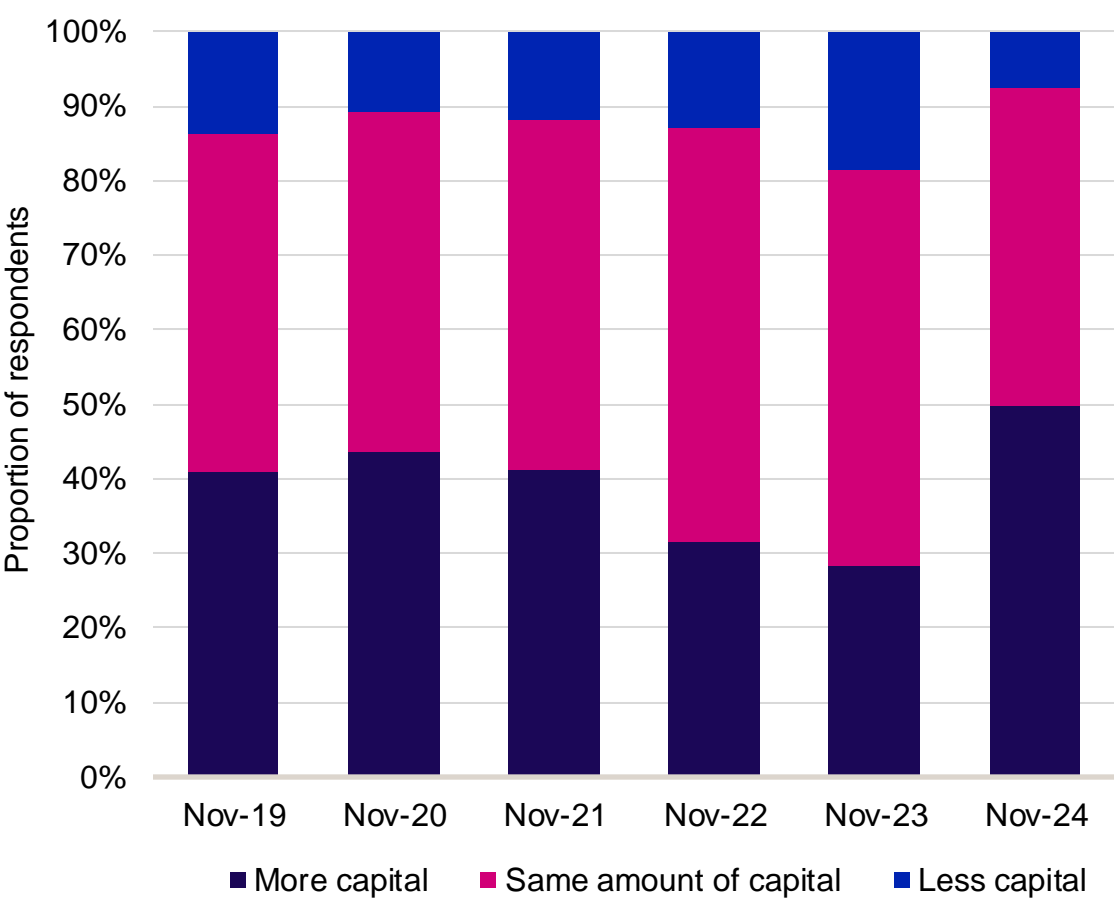


Source: Preqin Pro Insights

PE fundraising remained weak but 2025 is promising

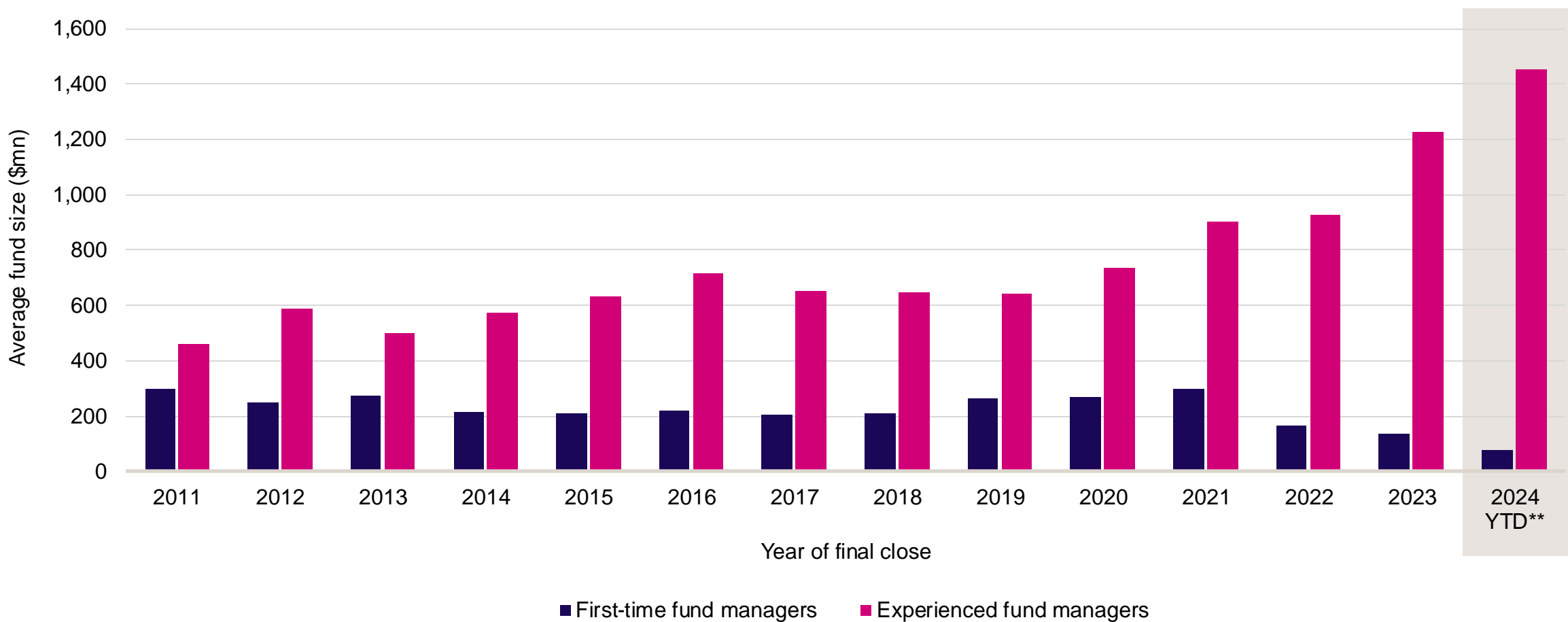


Source: Private Equity Q4 2024: Preqin Quarterly Update



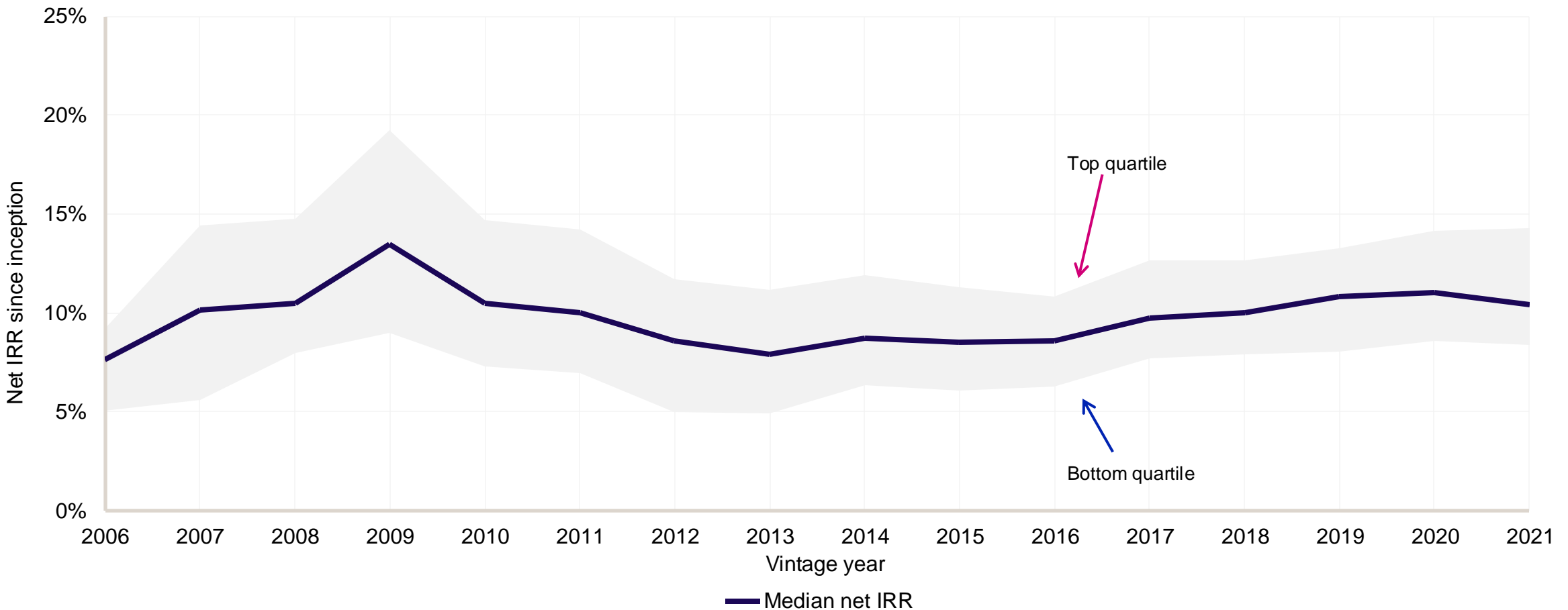
Source: Investor Survey Nov 2024

Experienced PD managers' funds grow even larger



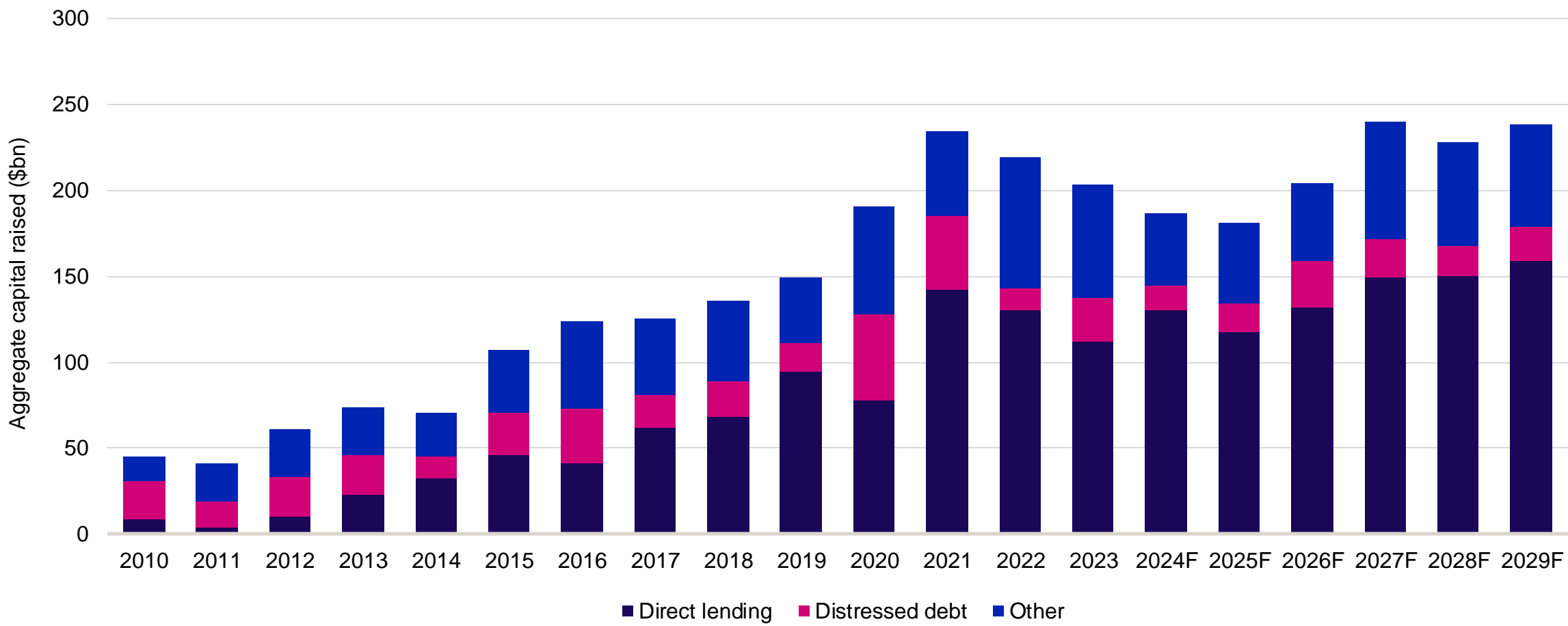
Source: Preqin Global Report: Private Debt 2025
*We define experienced managers here as those with four or more funds
**2024 YTD to end-Q3 2024

IRR for more recent private debt vintages highest in a decade



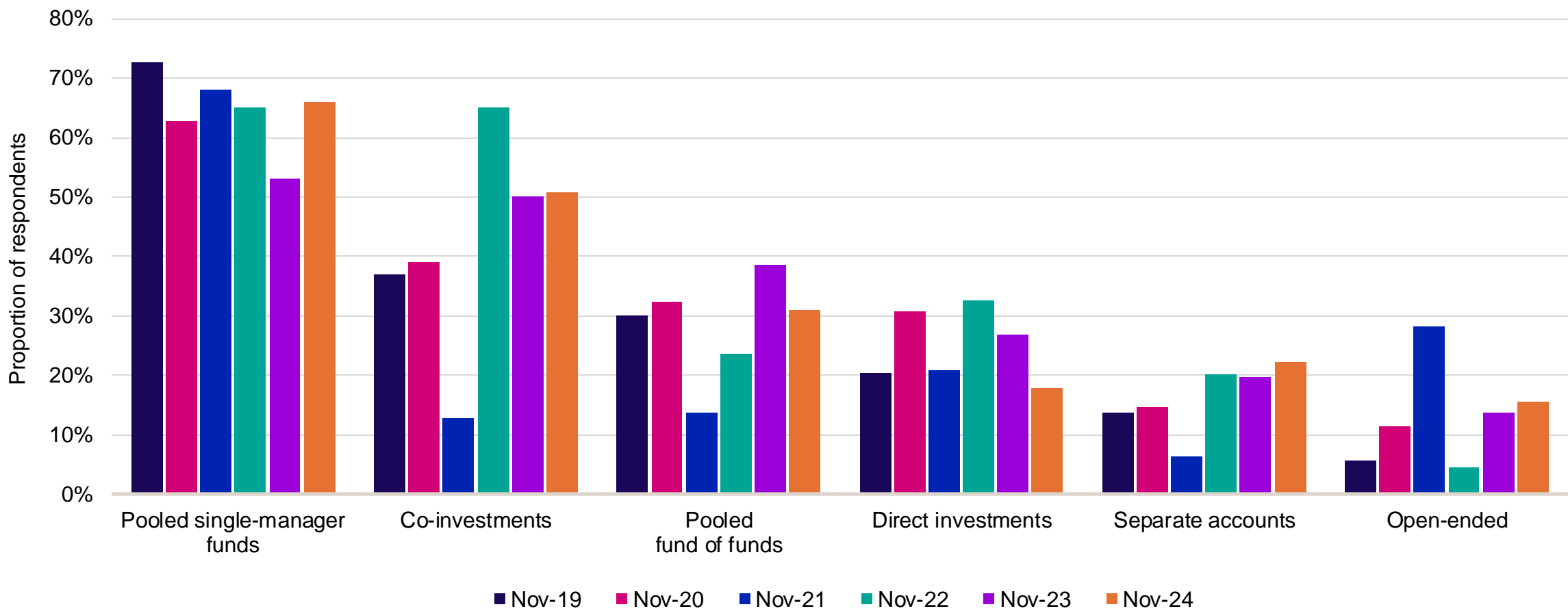
Source: Preqin's State of the Market: H1 2025

Direct lending to increase share of fundraising



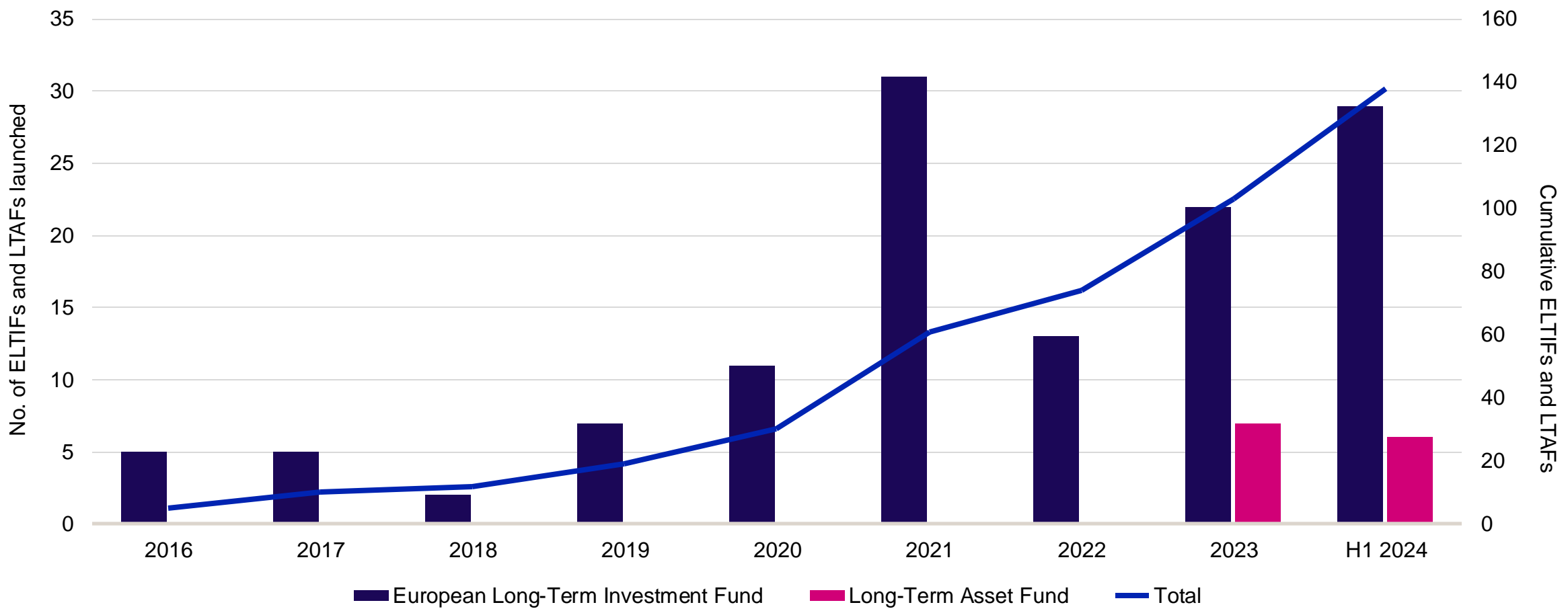
Source: Preqin Global Report: Private Debt 2025

Pooled single-manager funds are back in investors' favour



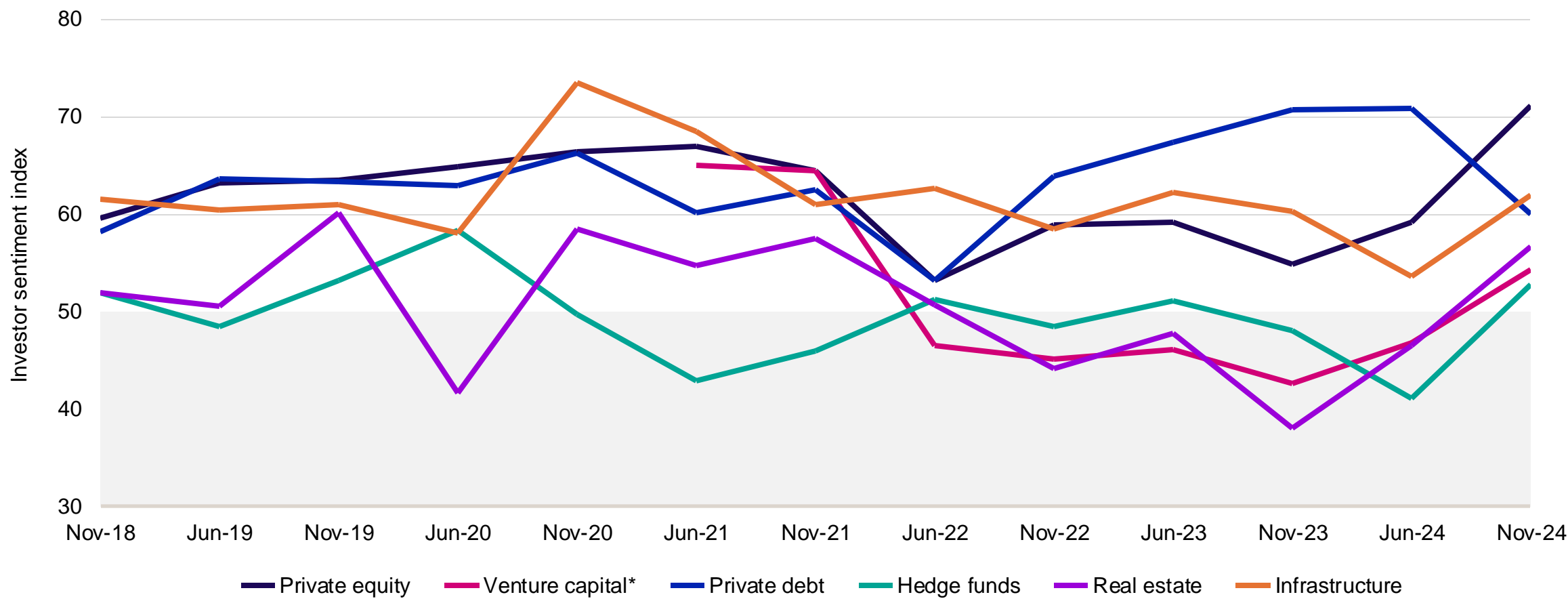
Source: Investor Outlook: H1 2025

Retail fund wrappers spur



Source: Preqin's State of the Market: H1 2025

Investor allocation intentions for 2025 are largely on upswing

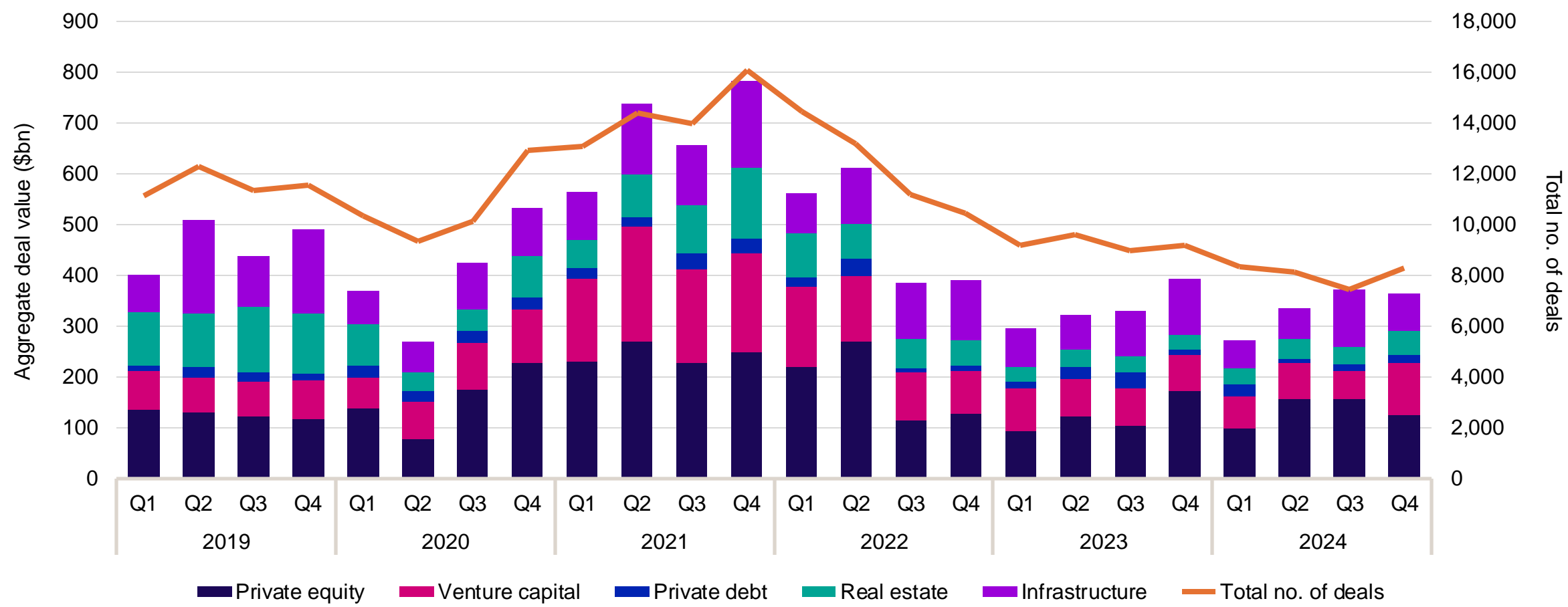


Below 50 indicates less capital will be committed, above 50 indicates plans to commit more capital. 50 alone suggests no expected change in commitments over the next 12 months.

*Venture capital included in private equity before June 2021

Source: Preqin's State of the Market: H1 2025

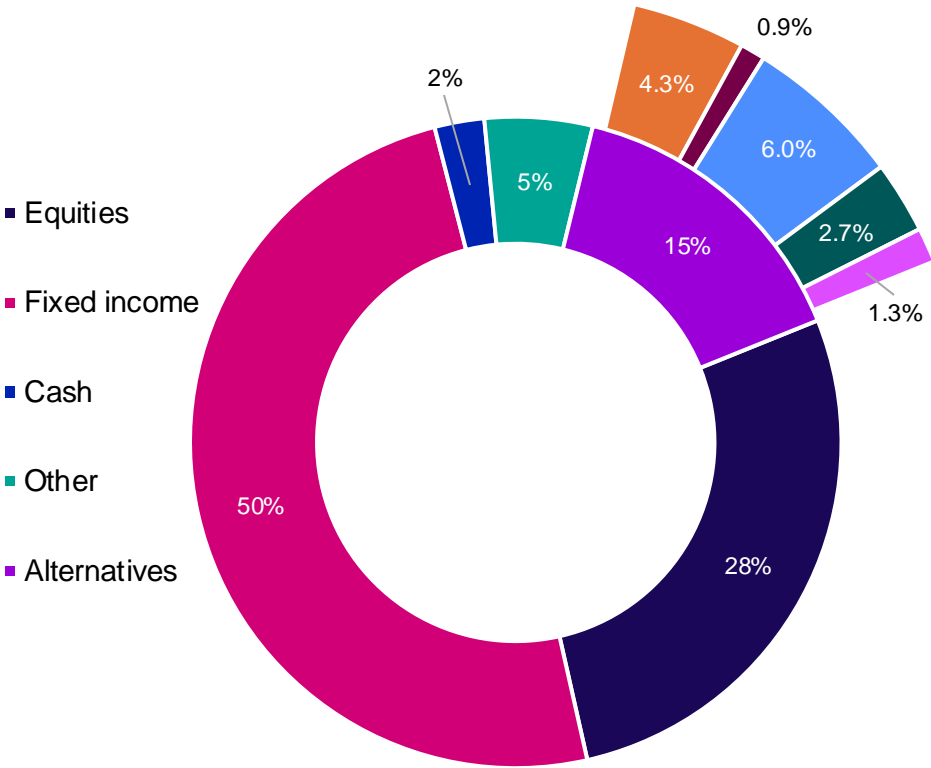
Private capital appears to have stabilized



Source: Deal Flow Monitor: Outlook 2025

Institutional Investors Investing almost 20% to Alts

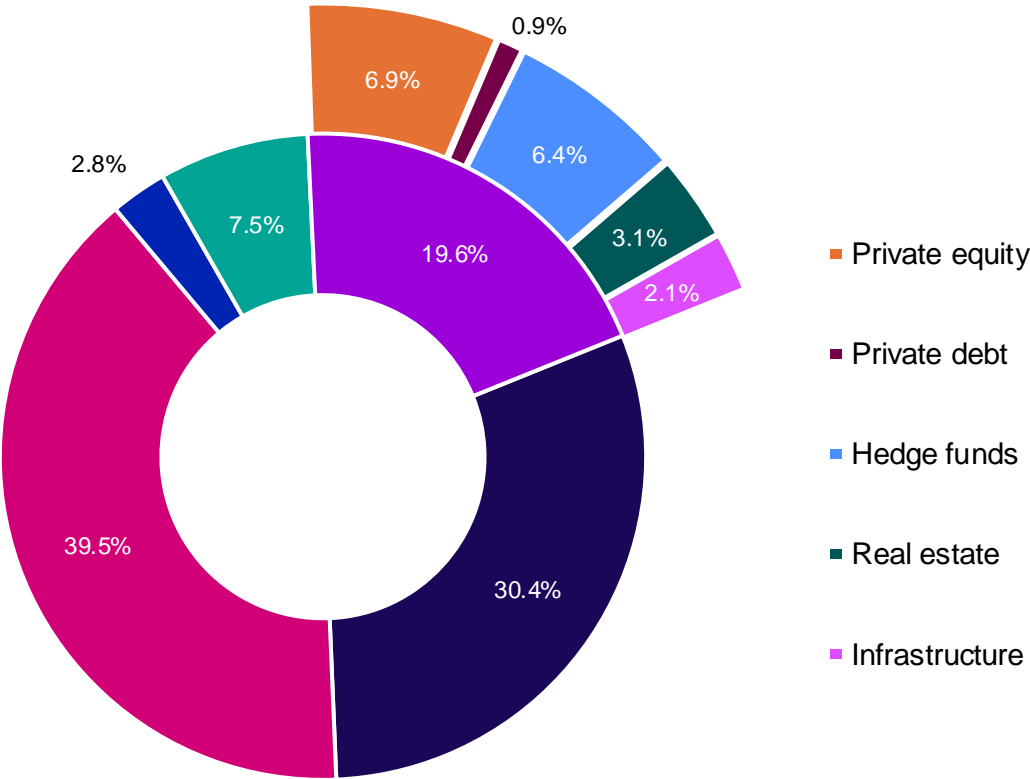
2019 Institutional asset allocation



Total number of investors = 2,147

Note: Data as of December of each year is the weighted allocation

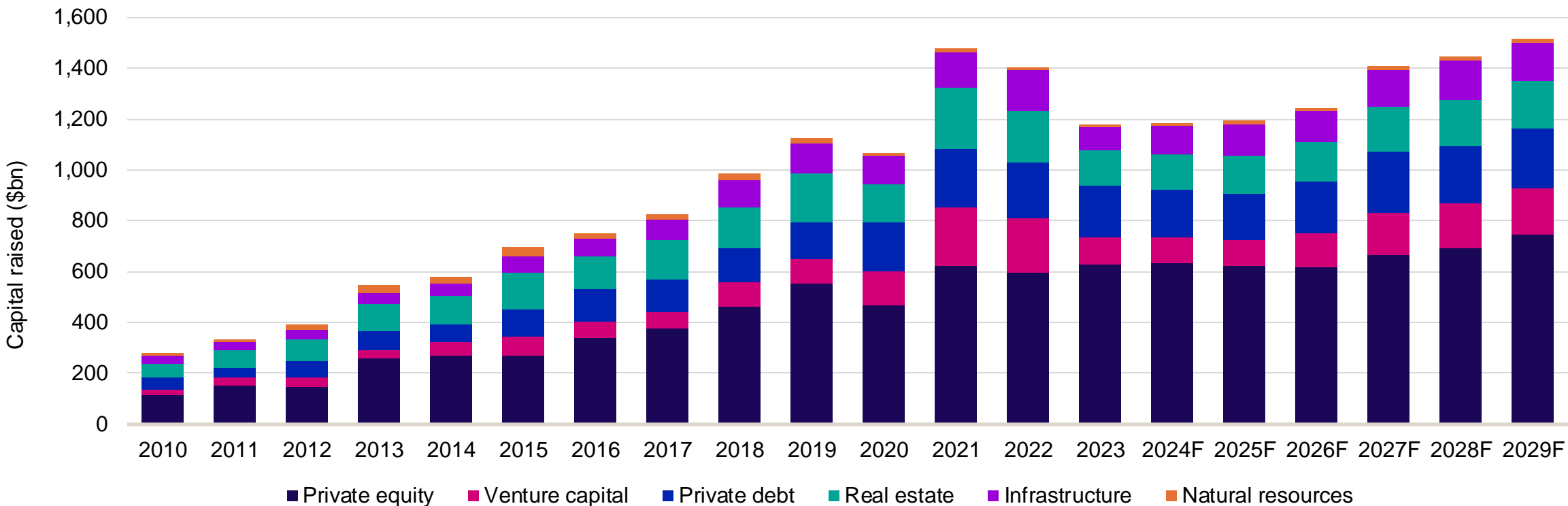
2023 Institutional asset allocation



Total number of investors = 4,255

Source: Preqin's State of the Market: H1 2025

Fundraising in private markets to recover from 2027



Annualized growth	Private equity	Venture capital	Private debt	Real estate	Infrastructure	Natural resources	Total
2011-2017	16.7%	13.1%	20.3%	14.3%	17.9%	16.5%	16.5%
2017-2023	9.0%	7.7%	8.4%	-1.7%	1.7%	-10.8%	6.11%
2023-2029F	2.8%	9.4%	2.7%	5.1%	8.4%	7.6%	4.3%

*AUM figures exclude funds denominated in yuan renminbi to avoid double-counting. Total column excludes secondaries and funds of funds
Source: Preqin's State of the Market: H1 2025

Key takeaways



In 2024 markets seem to have stabilized.



New avenues of capital has emerged



Data suggests us to be cautiously optimistic

Poll question

Which asset class do your investors think represent the best opportunities in private markets for 2025 and beyond?

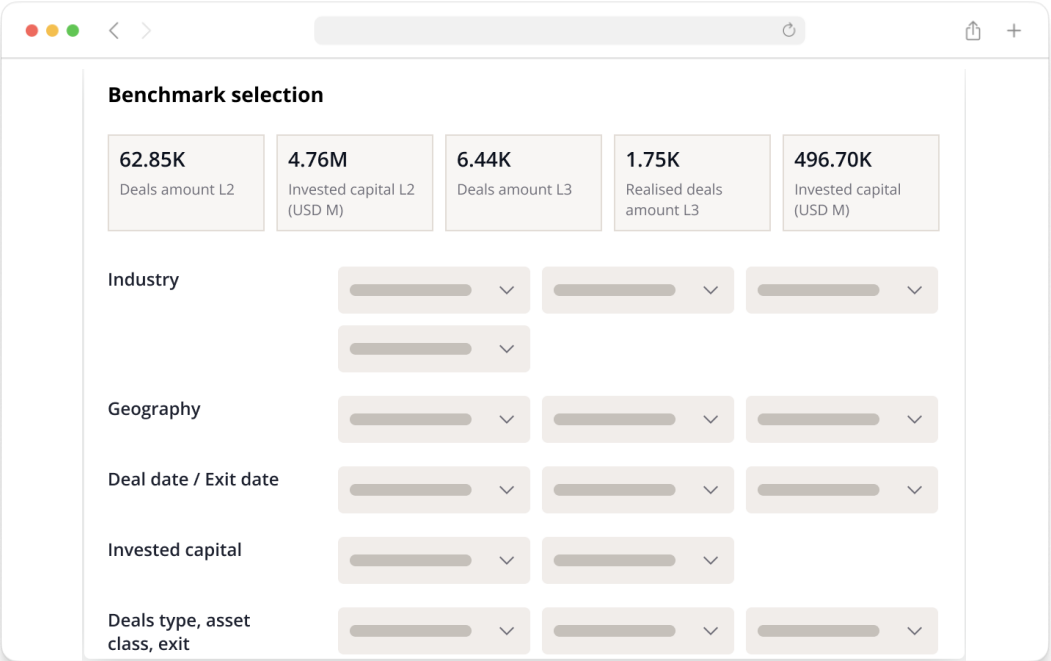
- Private equity
- Venture capital
- Private debt
- Real estate
- Hedge funds
- Infrastructure
- Natural resources

Q&A

Learn more about our latest fundraising solutions

Transaction Intelligence

A repository of private capital transactions and their underlying performance

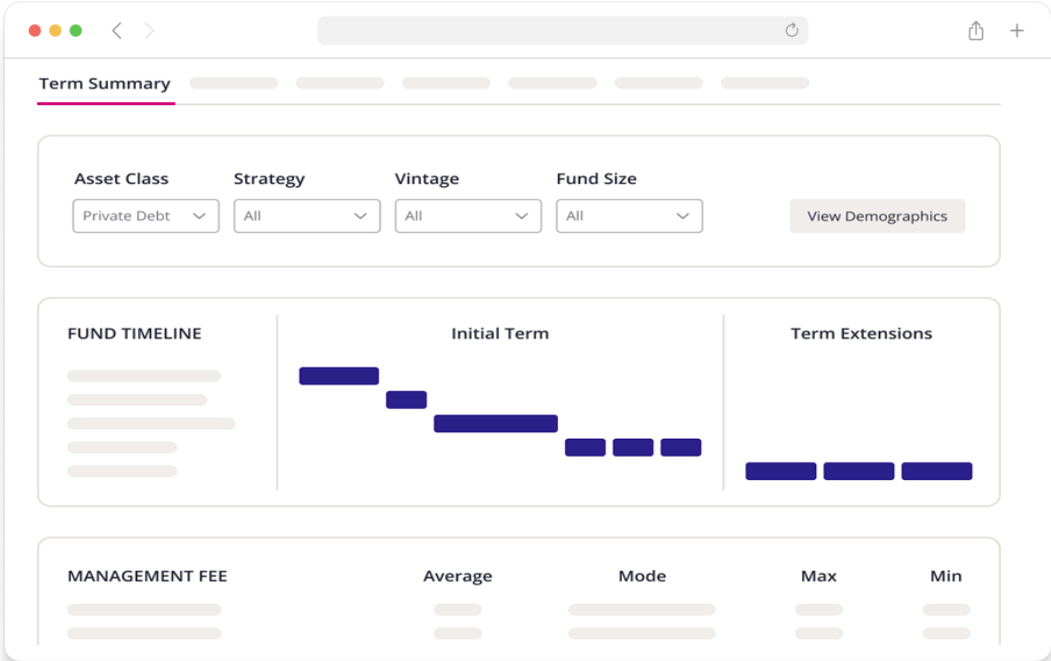


Learn more



Term Intelligence

Benchmark your fund terms against the market



Learn more



Access more fundraising resources

Scan the QR code



Get access to more fundraising resources by scanning the QR code, including:

More fundraising content:

- Private capital fundraising: challenging 2024 hints at areas for growth in 2025
- Fundraising 2024 and 2025 themes and trends
- Fundraising Now content hub
- Capital Raising Guides – *available via Preqin Insights+*
- Investor Outlook: H1 2025 – *available via Preqin Insights+*
- Alternatives in North America 2025 – *available via Preqin Insights+*

More fundraising solutions:

- Preqin's Solutions for Fundraisers and Investor Relations
- How Preqin Helps you Fundraise
- Introduction to Transaction Intelligence for GPs
- Introduction to Term Intelligence for GPs
- Preqin Benchmarks for GPs

Speakers



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