DealLaunch AI

# The execution system for sell-side M&A and capital raises

For investment banks and advisory firms running live mandates. DealLaunch carries the whole process - the buyer universe and who already knows them, outreach from your own mailbox, NDAs and materials, meetings and offers, and **the client report that writes itself**.

# From scattered tools to one live record

*Process is what a sell-side or a capital raise is actually made of - who was approached, who replied, who has the NDA, what went out, who is close. Six stages run on every mandate, and every stage writes to the same record.*

| | STAGE | WHAT IT DOES | WHAT IT REPLACES |
|---|---|---|---|
| 01 | SET UP THE MANDATE | Sell-side, capital raise or buy-side - each with its own stages, economics and playbook. | A new folder structure every time |
| 02 | BUILD THE UNIVERSE | One buyer and investor directory across every mandate, scored against this one. | A shared Excel with one editor |
| 03 | APPROACH FROM YOUR MAILBOX | AI drafts each note against the stage. A banker approves, and it sends as them, from them. | Retyping the same note 80 times |
| 04 | NDAs, CIM AND DILIGENCE | Materials go out as watermarked links per counterparty - you see who read them, and how far. | Searching Outlook for the status |
| 05 | THE PROCESS MANAGES ITSELF | What is owed today, named: chase this NDA, send that CIM, book the meeting nobody booked. | Remembering who holds what |
| 06 | REPORT TO THE CLIENT | A board-ready weekly update in one click - by firm or by contact, PDF or PowerPoint. | Rebuilding the pack each week |

*Every stage writes to the same record. Nothing is re-keyed between them.*

# Three capabilities that carry the process

ILLUSTRATIVE

*Relationship intelligence across the firm, outreach at volume from your own mailbox, and per-recipient document tracking. Each is native to DealLaunch, and each writes back to the same mandate record.*

### **RELATIONSHIP INTELLIGENCE:** The firm already knows them

COUNTERPARTY SELECTED

**Meridian Capital Partners**

Ana Lindqvist - Partner, London

CONNECTION FOUND

**J. Laurent - Energy Coverage**

Last contact 04 Mar 2026 - Project Aster

DealLaunch checks each name against every relationship in the workspace, names the colleague who knows them and when they last spoke, then drafts the ask for the introduction.

### **OUTREACH AT VOLUME:** 140 emails, and no copy-paste

OUTREACH / PROJECT NORDGRID

**Investor log - 140 selected**

Sending 38 of 140 from your mailbox

~5s apart - 37 sent - 0 failed

| | |
|---|---|
| Meridian Capital | sent |
| Cedar Grove | sent |
| Halford & Co. | sending |

Each note is drafted against the investor, the firm and the stage, then sent one at a time from your own mailbox - paced, and throttled the moment your provider pushes back.

### **DOCUMENT READERSHIP:** Who read it, and how far they got

DOCUMENT OPENS

| COUNTERPARTY | OPENS | PAGES |
|---|---|---|
| Northwater | 9 | 48 of 52 |
| Meridian | 6 | 41 of 52 |
| Cedar Grove | 3 | 8 of 8 |
| Halford & Co | 0 | never opened |

Teaser and CIM go out as per-counterparty links, watermarked to that recipient. Every open is recorded, and any link is revocable in one click.

*All three write back to the same record - which is why the client update on the next page needs no assembly.*

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# The weekly update, generated not assembled

*Produced from the live record on the team's own template, in one click - by firm or by contact, PDF or PowerPoint.*

## Project Nordgrid - Weekly Process Update

CAPITAL RAISE - NORDGRID ANALYTICS - EUROPE - WEEK ENDING 14 AUG 2026

ILLUSTRATIVE

| 31 | 12 | 7 | 3 | 2 | 6 |
|---|---|---|---|---|---|
| APPROACHED | REPLIED 39% | INTERESTED | NDA EXECUTED | MEETINGS | PASSED |
| +9 vs last wk | +4 vs last wk | +2 vs last wk | +2 vs last wk | +1 vs last wk | +2 vs last wk |

### EXECUTIVE SUMMARY

The process is progressing to plan. 31 of 85 approved targets approached at a 39% reply rate, with 7 counterparties engaged, 3 NDAs executed and 2 management meetings booked for the week commencing 25 August. Two sponsors remain outstanding on signature and are being chased directly.

### RECOMMENDED NEXT ACTIONS

01 Chase outstanding NDAs - Cedar Grove, Halford & Co.

02 Release CIM to Northwater following execution.

03 Confirm meeting dates with Meridian Capital.

04 Open outreach to the 54 remaining approved targets.

### COVERAGE AGAINST APPROVED TARGET UNIVERSE

31 OF 85 APPROACHED - 54 REMAINING

*Generated in full from the record on the following page. No figure on this update is typed twice.*

# One record. Every name, stage and owner

ILLUSTRATIVE

*What the desk sees. Status is set once and it is current everywhere - the client update on the previous page reads from this table.*

| COUNTERPARTY | TYPE | STAGE | NDA | OWNER | CIM READ | NEXT STEP |
|---|---|---|---|---|---|---|
| **Meridian Capital** | Strategic | Mgmt meeting | Executed | A.R. | 41 / 52 | Meeting 21 Aug - confirm attendees |
| **Northwater Infrastructure** | Institutional | CIM released | Executed | M.C. | 48 / 52 | IOI expected 22 Aug |
| **Cedar Grove Partners** | Sponsor | NDA out | Sent 06 Aug | J.L. | 8 / 8 | Chase signature - second request |
| **Halford & Co** | Sponsor | NDA out | Sent 04 Aug | A.R. | not opened | Chase signature - escalate |
| **Ardenne Energie** | Strategic | Teaser sent | - | J.L. | 3 / 8 | Follow-up due 18 Aug |
| **Stonehaven Equity** | Institutional | Intro requested | - | M.C. | - | Warm intro via Energy Coverage |
| **Kestrel Asset Management** | Institutional | Passed | - | M.C. | - | Closed - revisit at refinancing |

**EU DATA RESIDENCY**

EU-hosted Postgres with row-level security. Each account sees only its own deals, contacts and documents.

**YOUR MAILBOX, YOUR CREDENTIALS**

Every member sends under their own name. Mailbox credentials are never shared between members.

**ONE MANDATE, ONE WALL**

Each mandate is a separate workspace with its own access list. SSO and data-residency review on enterprise terms.

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# Priced per deal team, not per firm

*Professional deal execution software for less than one analyst hour per month. Month-to-month, no lock-in.*

### INDIVIDUAL

For independent advisors.

- 1 user included
- Up to 3 active deals
- Up to 1,000 contacts
- AI-assisted outreach drafts
- Weekly report generator

### TEAM

For advisory and investment banking teams.

- Team seats on request
- Up to 10 active deals
- Multiple client workspaces
- Priority onboarding and setup
- Client-ready reporting

### ENTERPRISE

For multi-office firms and larger deal teams.

- Unlimited users and deals
- Single sign-on
- Security and data-residency review
- Onboarding and migration support
- Named point of contact

**Built by deal people, for deal people.** DealLaunch AI productises the process discipline of institutional energy-transition and M&A banking, drawn from twelve years across investment banking and private equity. In production on live capital-raise mandates today, and in the hands of deal professionals at global advisory and full-service investment banking platforms.

**REQUEST ACCESS**

Every new account is reviewed personally - trial access on approval, no card required.

hello@deallaunch.ai

View the demo workspace at deallaunch.ai/dashboard

DealLaunch AI is workflow software. It does not provide investment advice, investor matching, brokerage, placement agency, or regulated financial services. Built for banks, advisory firms and independent advisers running a process on behalf of a client. Figures and counterparty names shown throughout are illustrative. 