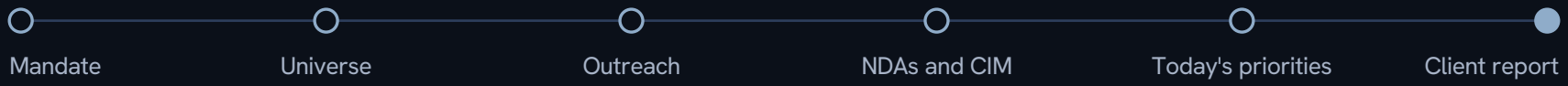
DealLaunch AI

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

For investment banks, advisory firms and independent advisers 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 made of - who was approached, who replied, who has the NDA, what went out, who is close. Six stages run on every mandate.

Stage	What it does	What it replaces
1 **Set up the mandate**	Sell-side, capital raise or buy-side - each with its own stages, document checklist and fee terms.	*A new folder structure every time*
2 **Build the universe**	One investor and buyer directory across every mandate, each firm scored against this one on criteria you can open. Your Excel list imports as it is.	*A shared Excel with one editor*
3 **Approach from your mailbox**	AI drafts each note from the investor's record and your team's template. A banker approves, and it sends as them, from them.	*Retyping the same note 80 times*
4 **NDAs, CIM and diligence**	Materials go out as a watermarked link per counterparty, behind your own confidentiality wording if you choose. You see who opened what, and when.	*Searching Outlook for the status*
5 **Know what is due today**	Replies from investors you contacted land on the record (Microsoft and IMAP mailboxes). Today's priorities names the follow-ups, term sheets and meetings due.	*Remembering who holds what*
6 **Report to the client**	A weekly snapshot of where the process stands, in one click - branded PDF or PowerPoint, or a private client link.	*Rebuilding the pack each week*

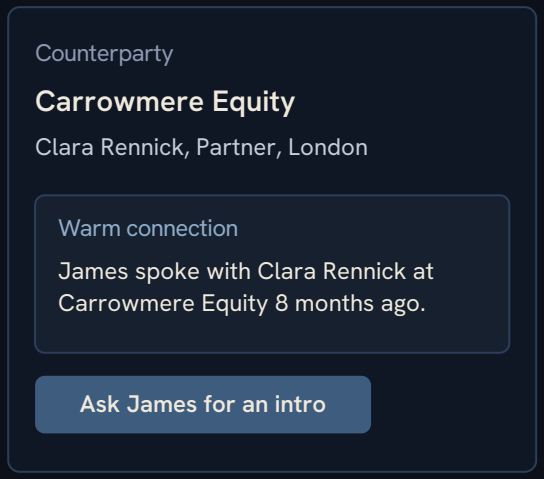
Every stage writes to the same record. Nothing is re-keyed between them.

Three capabilities that carry the process

Built into DealLaunch, not bolted on beside it.

Relationship intelligence

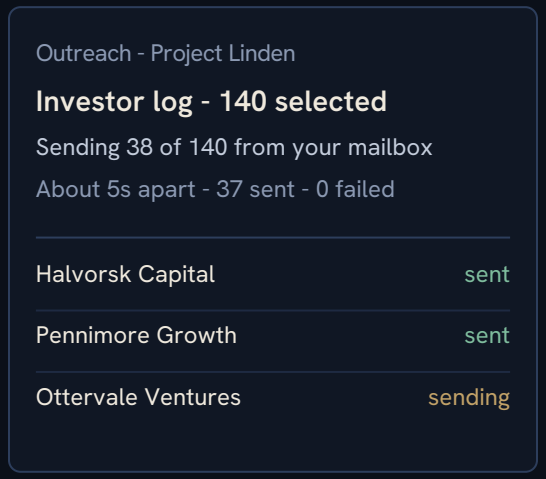
The firm already knows them



Checked against your firm's own record of who emailed or met whom. You see the colleague, when they last spoke and a prefilled intro request.

Outreach at volume

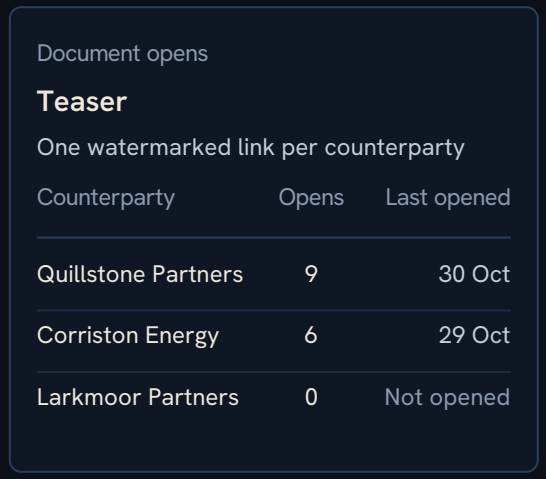
140 emails, and no copy-paste



Drafted from the investor's record and your template, sent one at a time from your mailbox, slowing when your provider pushes back.

Document readership

Who opened it, and when

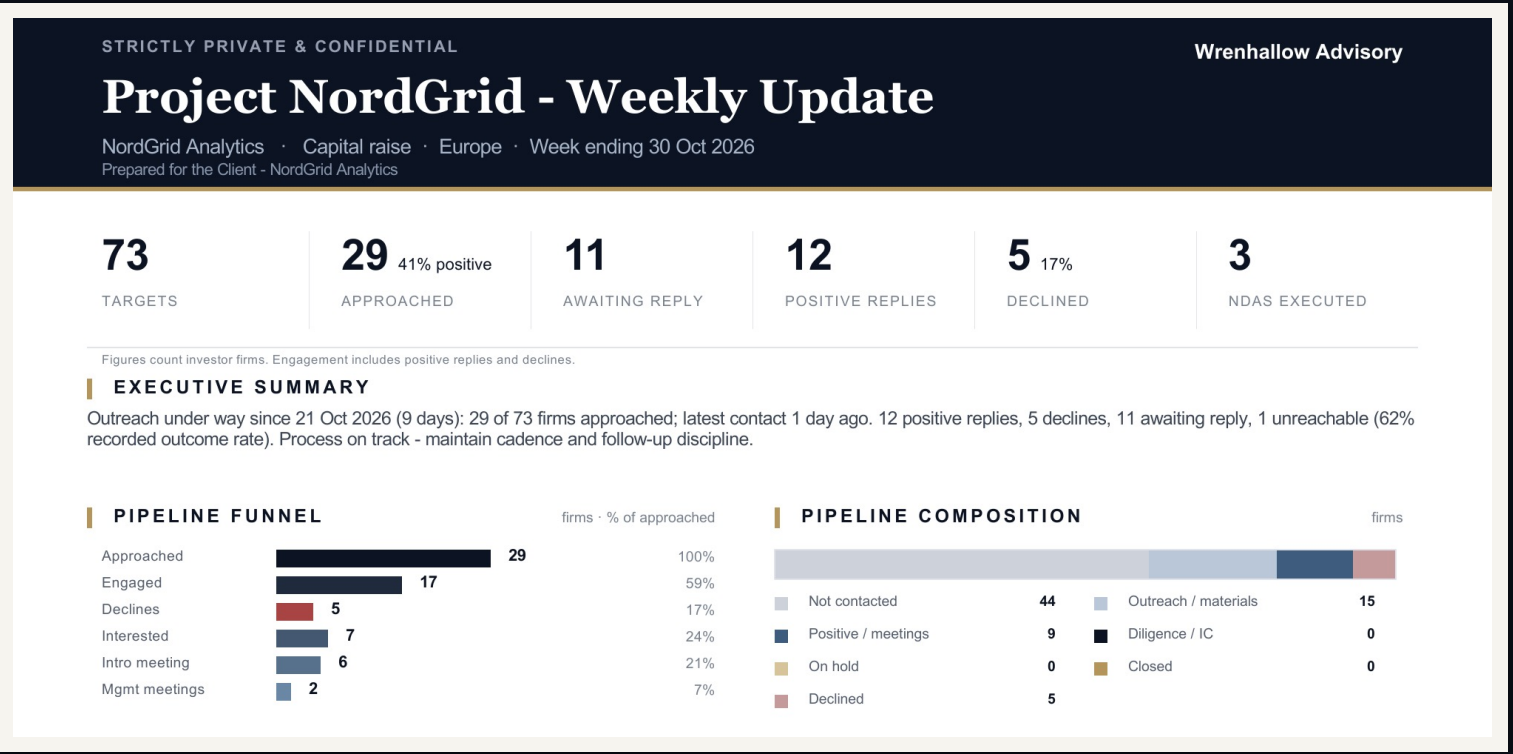


One link per counterparty, their name stamped on every page (PDFs up to 45 MB). Every open recorded; any link revoked in one click.

DealLaunch AI

The weekly update, generated not assembled

A snapshot of where the process stands, built from the live record - PDF, PowerPoint or a private client link.



STRICTLY PRIVATE & CONFIDENTIAL

Wrenhallow Advisory

Project NordGrid - Weekly Update

NordGrid Analytics · Capital raise · Europe · Week ending 30 Oct 2026

Prepared for the Client - NordGrid Analytics

73	29 41% positive	11	12	5 17%	3
TARGETS	APPROACHED	AWAITING REPLY	POSITIVE REPLIES	DECLINED	NDAS EXECUTED

Figures count investor firms. Engagement includes positive replies and declines.

EXECUTIVE SUMMARY

Outreach under way since 21 Oct 2026 (9 days): 29 of 73 firms approached; latest contact 1 day ago. 12 positive replies, 5 declines, 11 awaiting reply, 1 unreachable (62% recorded outcome rate). Process on track - maintain cadence and follow-up discipline.

PIPELINE FUNNEL

firms · % of approached

Approached	29	100%
Engaged	17	59%
Declines	5	17%
Interested	7	24%
Intro meeting	6	21%
Mgmt meetings	2	7%

PIPELINE COMPOSITION

firms

Not contacted	44	Outreach / materials	15
Positive / meetings	9	Diligence / IC	0
On hold	0	Closed	0
Declined	5		

From page 1 of a client report as DealLaunch exports it. Fictional mandate, firms and adviser.

Where it stands, on one page

Six figures, the summary and four charts, read from the live record.

Then the firm tables

Positive responses, declines with their reasons, and coverage by investor type.

Safe to send to the client

Fee data and adviser notes stay internal, and email opens never appear.

One record. Every name, status and next step

What the desk sees. Status is set once and is current everywhere, the client update included.

Investor / Firm	Type	Status	Opened last email	Materials opened	Next step
Corriston Energy	Strategic	Mgmt Meeting	Yes	CIM, teaser - 29 Oct	Confirm attendees for 4 Nov
Quillstone Partners	Infrastructure fund	CIM / Deck Shared	Yes	CIM, teaser - 30 Oct	Awaiting IC feedback
Aldermoor Capital	Private equity	NDA Signed	Yes	Teaser - 24 Oct	Release CIM
Halford & Co.	Private equity	NDA Sent	No	Teaser - 21 Oct	Chase NDA signature
Larkmoor Partners	Infrastructure fund	Teaser Sent	No	-	Follow up 3 Nov
Carrowmere Equity	Private equity	Not Contacted	-	-	Ask James for an intro
Vellmoor Capital	Family office	Declined	Yes	Teaser - 20 Oct	Revisit at refinancing

Hosted in the EU

Application and database run in Frankfurt. Row-level security keeps every firm's rows out of other firms' reach.

Your mailbox stays yours

Whoever sends connects their own mailbox. Credentials are encrypted, never reach the browser, and no one can send as a colleague.

Access mandate by mandate

Each colleague sees only the mandates you grant, at View, Edit or Deal admin. The database enforces it.

DealLaunch AI

Pricing for deal teams of every size

Less than one analyst hour per month. No exit fee, no notice period.

Individual

€149 / month

For independent advisers.

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

Team

€399 / month

For advisory and investment banking teams.

- Team seats on request
- Designed for up to 10 active deals
- Multiple client workspaces on request
- Priority onboarding and hands-on setup
- Client-ready reporting

Enterprise

Let's talk

For multi-office firms and larger deal teams.

- Unlimited users and deals
- Multiple client workspaces
- Security and data-residency review
- Onboarding and migration support
- Named point of contact

Prices in euros. UK £129 and £349, rest of world $169 and $449 a month.

Built by deal people, for deal people. DealLaunch AI productises the process discipline of institutional energy-transition and M&A banking. In production on live capital-raise mandates today, and trialled by advisory deal teams.

Request access

Free trials are reviewed personally, no card required. Founding firms can start today with a paid first month.

hello@deallaunch.ai
Demo workspace: 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, counterparty and adviser names shown throughout are fictional. © 2026 DealLaunch AI Ltd, company number 17423669 (England and Wales).