

Focal Deploy, the most effective way for GPs and LPs to meet in 2025

As we step into 2025, the venture capital landscape presents both challenges and opportunities. For General Partners (GPs), standing out has never been more critical. Limited Partners (LPs) are more discerning than ever, seeking strong returns in a climate where only VCs with a clear competitive edge get access to the best deals.

Temps de lecture : minute

13 January 2025

It's in this context that Deploy, Focal's flagship GP-LP gathering, returns on 6th February. Set against the backdrop of The Oval, one of the world's most iconic cricket grounds, Deploy is about quality over quantity. It's about bringing together the best minds to shape the future of venture capital.

Deploy offers a rare chance for venture fund managers to get in front of 40+ leading LPs, including global names as well as emerging family offices and successful, exited founders.

For LPs, Deploy offers an opportunity to cut through the noise and connect with the top talent in the field.

The shifting dynamics of fundraising

Raising a fund today requires more than a compelling narrative or an impressive track record. GPs need to navigate an increasingly competitive

market, where differentiation is paramount.

For emerging managers, it's about the narrative. What makes you and your fund uniquely positioned to track down exceptional startups and offer enough value to secure allocation in them? Is there something about you as an individual that stands out?

Previous Deploy finalist *Noa Khamallah, of Don't Quit Ventures*, had a backstory that was impossible to overlook. Fellow *emerging finalist SISTAFUND* brought forward the largest gender-lens fund in Europe, combined with strong brand awareness from their NGO, SISTA.

For established managers, it's about track record. How have you consistently secured access to great rounds, and, if you've been around long enough, how strong is your total value to paid-in capital (TVPI) and distribution to paid-in capital (DPI)? That's why we invited SNO Ventures and Mantis Venture Capital to pitch in the established category last time around.

Our LP advisory board will handpick just 20 GPs (10 emerging and 10 established) to attend Deploy, with the top 6 (3 emerging and 3 established) pitching their funds live. Delivering a high quality experience that prioritises snappiness over volume.

What makes Deploy different?

Above all, we've designed Deploy to foster high quality connections in the venture space.

Focal's unfair advantage comes from the incredible reach we've built through our flagship startup demo day. We've already had 400 GPs pre-register for Deploy and have over 115 LPs taking part in-person or remotely. This extensive network ensures that the best of the best will be in the room on 6th February.

Adding to that, our pre-vetted attendees are carefully selected by our LP advisory board, which includes leaders from Isomer Capital, Top Tier Capital Partners, and Speedinvest's fund of funds team. This board will come together to review applications and vote on the top GPs who will be invited to attend. With their combined wealth of knowledge, they know exactly what makes a great GP.

Finally, our GP Q&A sessions will be unlike any other. We'll dive deep into what could make these funds successful, with moderators who aren't afraid to ask the hard questions. The insights you'll gain here are ones you can only get by being in the room.

Key dates and how to get involved

GPs - Apply [here](#) in 15 minutes. Applications close 20th January 2025.

LPs - Apply [here](#) in 2 minutes. Applications close 31st January 2024.

Deploy event - 6th February 2024.



The banner features a light gray background with a grid of small black dots. The Focal logo, consisting of a cluster of squares and dots, is positioned at the top center. Below it, the text "The best in VC. All in one room." is centered in a large, bold, sans-serif font. At the bottom, a row of logos is displayed: Sprout, carta (in a box), vestlane, novabook (with the tagline "The accountant for startups" below it), FIELDHOUSE, and FORA.

Focal

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