



SILK CITY CAPITAL · VELOCE CAPITAL · OCTOBER 2026

Silk City Capital: the plan to raise \$10M



Silk City Capital

Prepared for Surf Dinani, Gem George and Mike Kim · based on the Q3 2026 investor presentation



Our understanding of the fund

OPERATOR **Ania Management**

FUND  **Silk City Capital**

Today



Fund open
Q3 2026

Years 1–2



About \$100M
raise goal

Year 5



Investment period
ends

Year 10



Fund term
ends

15 years in Paterson

About **3,000** units built from the ground up, and equity in about **7,000**.

650 investors

\$350M+ under management, raised so far through your own network.

\$100K minimum

Offered under Rule 506(c), so it can be advertised to accredited investors.

17–20% net IRR

Fund target, with a **1.6x** target multiple. Illustrative, per the fund deck.



What we will show investors

IN THE ADS

A city short 11,885 homes

Paterson's estimated need over five years, with Northern NJ vacancy at **3.9%**.

An operator with 3,000 units built

15 years in one market, from acquisition through construction and management.

Possible early tax losses

Depreciation the fund may pass through to investors on the K-**1**.

AFTER THE AD

Landing page

After the accreditation check: the target returns, the fund terms and the strategy mix.

Qualification call

Our setter confirms accreditation, check size and timing, then books the call with your team.

Investor call

Your team presents the offering documents and the Paterson track record.

Returns are not shown in the ads. Silk City is offered under 506(c), which allows advertising.



Why the last campaign stalled

What happened	Why it happened	What we do
2 of 17 leads were not accredited	Leads were not screened for accreditation before they reached your calendar. Your team had to research them after booking.	Investors respond to a Meta ad, then answer the accreditation questions (\$200K / \$300K income or \$1M net worth) and their check size before they can book.
Leads thought you were real estate agents	The texts spoke about "real estate investing", which most people read as buying a discounted property.	The first line of every ad names the fund, the \$100K minimum and accredited investors.
4 good calls, then no reply for 2-3 weeks	On the call Gem joined, the investor asked for information and no second call was booked. Earlier messages had come from a made-up assistant, and the confirmation email looked like it came from Surf but carried a sales rep's signature.	Every message comes from one real Veloce sender and a short email sequence keeps investors engaged between calls. We suggest booking the second call before the first one ends.
Slow replies, then three emails in seconds	Text replies took about 5 minutes, then three emails arrived back to back.	A setter calls every lead within 5 minutes. Emails go out one per step.

Based on what Gem shared on our October 16 call.



How we suggest advertising Silk City

Feature one building

In our campaigns, single-property offers outperform general fund offers. Each ad shows one real Paterson project from your track record, labeled as such.

Start with existing buildings

The fund targets about half in existing apartments. It is the simplest story for a new investor to follow.

One clear ask

Accredited investors, **\$100K** minimum, Paterson. The fund terms stay on the landing page and the call.

Answer the terms upfront

Investors often ask about the **10**-year term and the profit split. Your team gets a short answer sheet for both.

One page for the campaign

Until your new website is live, ads point to one landing page, so every lead is tracked from click to call.

The debt fund next

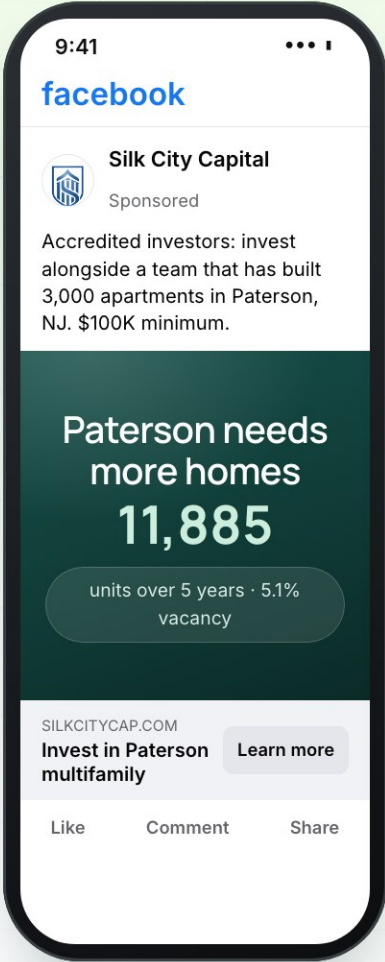
If the Veloce debt fund can be advertised, an income offer could be a strong second campaign.

The angles we would lead with

Angle	What the ad says	What our data shows
Principal on camera	Surf or Charles on a Paterson site, 30–60 seconds	Lowest cost per lead in that account, Mar 15–Apr 13: \$9.67
Track record in numbers	“3,000 units built in Paterson over 15 years”	\$8.69 a lead in the week of Apr 6–13, vs \$15.63 over 30 days
Concrete entry point	“\$100K into Paterson apartments, 15 miles from Midtown”	The concrete-number ad brought the most leads: 181 at \$14.39
Tax benefits	“Depreciation that may offset passive income in the early years”	Lowest cost per lead in both campaigns, Apr 18–24 (\$3.45–\$10.87, small samples). The most expensive in Mar 15–Apr 13 (\$26.66). Needs a landing page that explains it
Housing shortage	“Paterson needs 11,885 more homes”, used as a supporting line	The market-tailwinds ad cost about 2x more per lead (\$22.20 vs \$10.87)

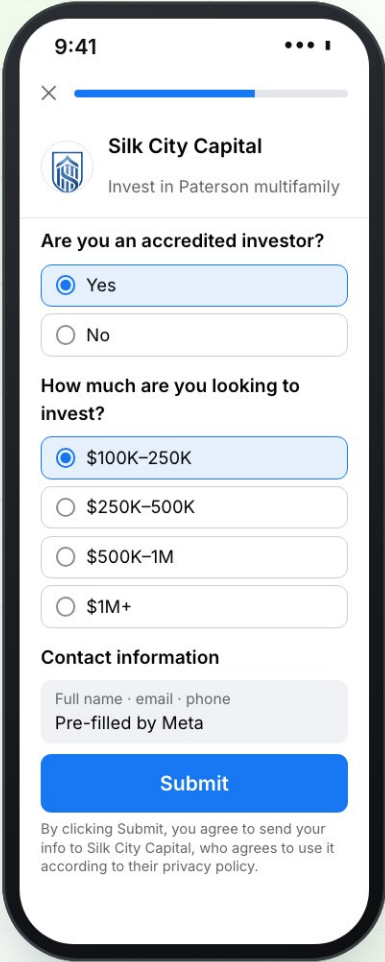
Data from a comparable multifamily fund we run, March–April 2026.

The investor journey



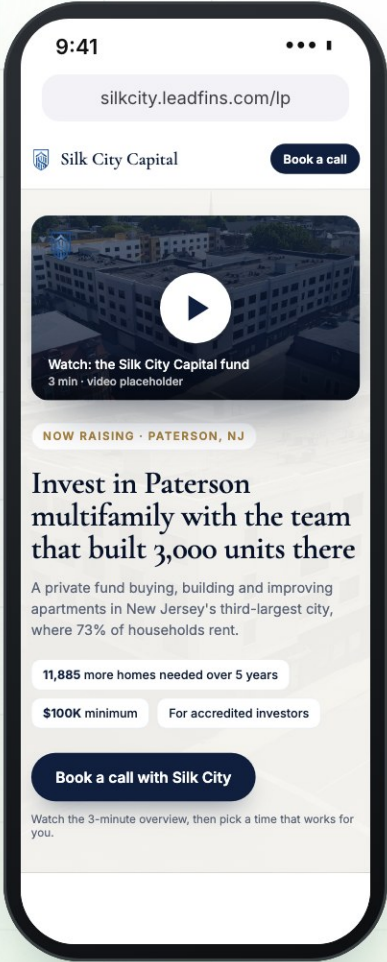
1

The ad



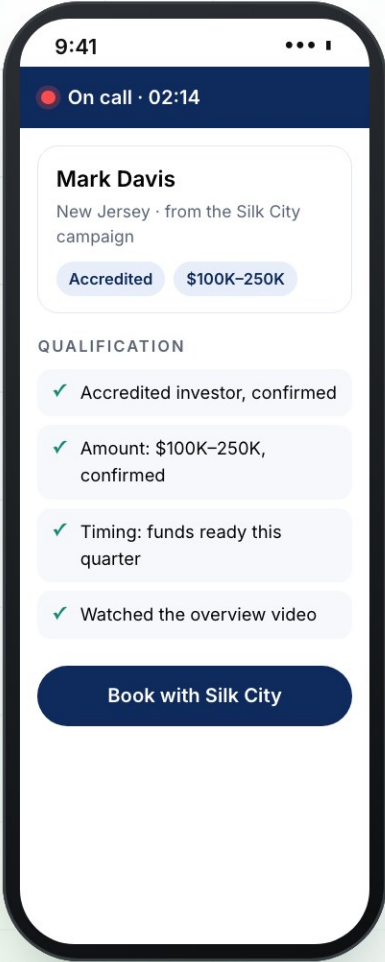
2

The Meta lead form



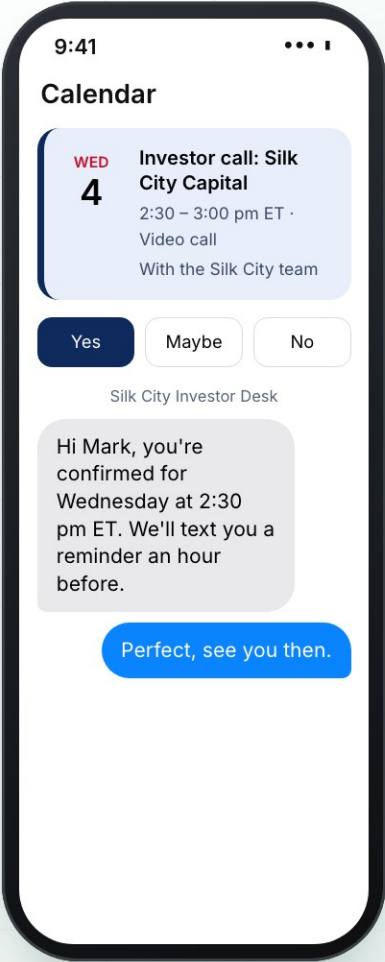
3

The landing page and video



4

Our setter's qualification call



5

The booked investor call

Investor analysis

Average check	Investors for \$5M	Booked calls for \$5M	Investors for \$10M	Booked calls for \$10M
\$100K	50	477–715	100	953–1,429
\$150K	34	324–486	67	639–958
\$250K	20	191–286	40	381–572
\$500K	10	96–143	20	191–286

\$5M at \$150K

34 investors, about 324–486 booked calls.

\$10M at \$150K

67 investors, about 639–958 booked calls.

73% chose \$100–200K

In a recent campaign of 173 accredited investors, which fits your \$100K minimum.

Booked calls needed at a 70% show rate and a 10–15% close rate. Check sizes based on the ranges selected by 173 accredited investors in a recent campaign.



Working back from the raise

About \$120 a booked call

What we see on comparable raises. It can be higher depending on the offering.

Worked backward

Target raise, then investors, then booked calls, then the daily ad spend needed to get there.

\$150 a day to start

The first **60 days** set your real cost per call. Spend then scales toward the daily figure the calculator shows.

CALCULATOR · SILK CITY, \$10M

Target raise (\$)

10,000,000

Average check (\$)

150,000

Time frame (days)

60

Cost per booked call (\$)

120

Show rate (%)

70

Close rate on calls held (%)

12

67

Investors needed

798

Booked calls needed

\$95,760

Total ad spend

\$1,596 / day

Daily ad spend needed

399 a month

Booked calls

1.0%

Ad spend only, as % of the raise

Change any number. Booked calls needed = investors ÷ (show rate × close rate). Daily ad spend = booked calls × cost per call ÷ days.



The 60-day campaign

What you get 17 deliverables, done for you

ADS

- ✓ 40 to 60 ads tested on Meta
- ✓ Investor angles and ad scripts
- ✓ Retargeting audiences
- ✓ Monthly messaging refresh

FUNNEL

- ✓ Landing page for this deal
- ✓ Overview video page
- ✓ Qualification form: accreditation and check size
- ✓ Calendar booking flow

FOLLOW-UP

- ✓ Pre-call email sequence
- ✓ No-show email sequence
- ✓ Post-call nurture emails
- ✓ Pre-call text reminders
- ✓ No-show text sequence

SETTER AND TRACKING

- ✓ Dedicated setter, every lead called within minutes
- ✓ CRM setup and lead tagging
- ✓ Tracking from ad click to funded investor
- ✓ Weekly reporting

\$5,000 / month

Leadfins fee, build and management

\$2,000 / month

Dedicated setter

\$150 / day

Ad spend, paid to Meta, no markup

\$23,000

Total for the first 60 days · the test that sets your cost per call before spend scales · 30 days minimum

Days 1–10 Build of the ads, landing page and setter script

Days 10–60 Live, with weekly reporting

Day 60 Joint review: scale, add a deal-level offering, or conclude

Needed from Silk City: Meta ad account and calendar access, approval of the ad wording, and the offering documents for the landing page.