



SEASON 3 EPISODE #25

MICHAEL ASHMORE
RONDEIVU

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Gui Costin: This episode is brought to you by Dakota Marketplace. Are you tired of constantly jumping between multiple databases and channels to find the right investment opportunities? Introducing Dakota Marketplace, the comprehensive, institutional, and intermediate database built by fundraisers for fundraisers. With Dakota Marketplace, you'll have access to all channels and asset classes in one place, saving you time and streamlining your fundraising process. Say goodbye to the frustration of searching through multiple databases, websites, form ADVs, and say hello to a seamless and efficient fundraising experience. Sign up now and see the difference Dakota Marketplace can make for you. Visit dakota.com/dakota-marketplace today. What is up, everybody? It's Gui Costin, founder and CEO of Dakota. We are so excited to welcome you to the latest edition of The Rainmaker Podcast. I am joined by Michael Ashmore, CEO of Rondeivu, an end-to-end InvesTech platform re-imagining how institutional investors source diligence, transact, and monitor investments across private markets. Michael is also a chair of finance and investment committee at the University of Waterloo, leading the committee overseeing CAD 600 million in endowment assets. since 2022. Michael has been a member of the Board of Governors of the University of Waterloo since 2019. Michael was previously director, external managers program at OMERS, the Canadian \$134 billion Canadian pension fund from 2015 to 2020 in the New York office. While at OMERS, Michael was selected as a member of OMERS future leaders' program. Prior to OMERS, Michael was vice president at the Carlyle Group DGAM from 2013 to 2015, where he led research on investments in various strategies across alternatives. From 2010 to 2012, Michael was an investment analyst at PGGM, the \$240 billion Canadian Dutch pension plan. Michael graduated with a Bachelor of Arts, economics and honors from the University of Waterloo and is a CFA charter holder. Michael's industry accolades include selection as one of the Chief Investment Officers Magazine's 2016 under 40, and a finalist for the Institutional Investor Magazine's 2017 next CIO award. Michael is an avid athlete and is actively involved in a number of charitable efforts, mainly focused on youth education and opportunity. Well, welcome, number one, to the podcast.

Michael Ashmore: Yeah, thanks for having me.

Gui Costin: I'm excited to have you. And this is going to be a really great interview, and what you're doing, and your perspective of the industry. But before we get going, could you give us a little background where you grew up, college, the whole thing, early career, and what took you to basically becoming the founder of Rondeivu?

Michael Ashmore: Yeah, great question. And so, it's quite the-- I think a path from A to B is never linear and never straightforward. I think it's when I went to study economics at the University of Waterloo back in 1999, I thought, OK, I'll learn economics, I'll get my LSAT done, I'll go to law school for corporate law, and then I'll be a lawyer with an economics background. I'll just crush it in corporate law. Wrote the LSAT and realized pretty quickly I was like; this is not something I want to do for the next 40 years. Nothing against lawyers, but it just wasn't for me. Next thing I know, I spent the next 20 years negotiating contracts as an investor into institutional deals. So, I ended up doing law no matter what. But what I realized from that was that skill sets are really-- it's cumulative, and it's transferable. So how do I take what I've learned from negotiating contracts and think about that from a sales perspective, or think about that from a building a business perspective? And so, I've been really lucky to do some really interesting things over the last 20 years, managing multi-billion-dollar portfolios for pensions and fund of funds. And I continue to chair the endowment at the University of Waterloo, which is my Alma mater. And it's just made for a fascinating life, where four years ago, I was sitting, having a drink, a glass of wine with my wife after dinner and telling her about all these inefficiencies that I was living as an investor at OMERS. And she said, well, Mike, take two or three days, go hole yourself up in a hotel somewhere, and map it all out. And so that's what I did. I went, and I took a big sketch pad of paper and mapped out what I believed was the tech enablement of a private market deal process. And that's what we've been working on for the last four years, is thinking about how you make technology the forefront of a deal process and make everybody's life easier across that process.

Gui Costin: OK, so give me the founding and getting it off the ground, getting the technology out there, getting your initial customers. How did that all go?

Michael Ashmore: Yeah. So, we started in 2021, formed the company, got our domain name, et cetera. And then we went out and went to raise capital. We were lucky in the seed round that we raised. We were backed by two family offices out of the Northeast. And that really got us into business, frankly. And we really, really appreciate our earliest investors that helped stabilize and get this business going. And then we built the team. We've got five full time professionals between Connecticut and Toronto, and we got all our regulatory registrations. We built the tech. We unveiled the tech in April 2023, and we now have \$371 billions of investor mandates registered on platform. What does that number mean? That is the portfolio managers discretionary private

market capital. So, it's not the firm AUM. It's the portfolio managers discretionary AUM. That number is at \$371 billion today. It's bifurcated between some big whales in sovereign wealth fund pension fund insurance land. And then about two or three dozen family offices in the \$500 million to \$5 billion range. We've worked on almost a dozen deals over the last year and a half since going live, closing money into three of those, and we're pathing towards about \$300 million of transaction volume on platform by the end of this year.

Gui Costin: OK, so give me the value proposition for the customer of what your technology solution solves for them.

Michael Ashmore: Yeah. The value proposition is very straightforward. If you think about all of the inefficiencies for an institutional LP, there's tons of duplicative efforts. There's disparate data, there's duplicative cost. We are there to make somebody's life easier on using technology so that they can leverage that to spend more time on the higher value proposition stuff, building relationships, making sure that you fully understand a deal or an asset manager that you're going to be investing with. That is really the insight that drives outcomes for an institutional LP, spending hours and hours building a model or taking meetings that could be spent watching a model walkthrough webinar, or an interview with a GP on our platform makes somebody's life easier in that way.

Gui Costin: So, you are literally helping make the due diligence process, not managing necessarily documents, like a data room, but you're actually making the due diligence process easier.

Michael Ashmore: It's both. So, the technology-- I mean, Interlinks or Docsend or similar, the technology to build the data room is largely commoditized. I don't want to--

Gui Costin: Sure.

Michael Ashmore: And so, I said to our CTO, is that a build or a buy? And he's like, I can build that. And 3 and 1/2 weeks later, we had a data room. We built a media room. We built our algorithmic matching of deals to investors. We're going to roll out very soon our automated sub docs, KYC, AML, et cetera so that it's no longer just back-office tech operations, but it's front to back office. We want to streamline and seamlessly integrate all three functions of an investment team, front, middle, and back office, to make sure that source of truth for the investor is truly-- it's singular. It's standardized. It adds value across the organization.

Gui Costin: Right. And so, you do have tools helping in due diligence and analyzing potential investment opportunities, whether it's a private equity fund or an individual business?

Michael Ashmore: Absolutely.

Gui Costin: Yeah.

Michael Ashmore: Yeah, it's both. So, let's say it's a GP-led co-investment into we recently closed one into a working capital loans facility in Asia. And that deal was quite sizeable in nature. It was a \$25 million equity check, \$100 million notional. So, 75% LTV against the equity check to juice up the returns. The debt was coming from an insurance, a Japanese bank. So, it was at SOFR plus, I think 250. The equity was therefore going to generate around a 20% gross IRR to the investors. Monthly cash pay, two-year duration, like that. That's a beautiful deal as we see it. Because you've got something in an environment, where there's DPI issues for many different asset classes now. You get monthly cash paid for two-year duration on effectively senior secured debt at a 20% gross IRR. We're working with the GP to share that information to the LP in the most efficient manner possible. Ultimately, you asked about our value proposition. Our value proposition is a quicker yes or a no. And that benefits both parties. So that's how we think about it.

Gui Costin: OK, walk me through the biggest challenges of once you launch in 2023 till now. And obviously ongoing, doing a pure invest tech startup. You're right in the fintech eye of the storm, if you will, which is exciting.

Michael Ashmore: It's the most humbling experience. And you know this, right? You've started a company from zero to one. Zero to one is arguably the most humbling experience you will have in your lifetime. It's not the most important, the most important is my family, but how that is defined myself and my team, our co-founder team, in terms of resilience, grit, enthusiasm for what we do on a daily basis?

It's transformational. So, we launch with the tech in April 2023. And I think everybody sits there and says, OK, now, just watch it, grow like mad. But then you've got to go and do your business development in the most like traditional manner possible. It really is still blocking and tackling. It is still the relationship matters of a sales process and a marketing process.

Gui Costin: Well, how did you go-- so did you build the sales process? You obviously identified your most likely candidates, your TAM.

Michael Ashmore: Yep.

Gui Costin: Right. Your best fit customers.

Michael Ashmore: Yeah, our ICP.

Gui Costin: Yeah. We just went after the ICP in that way.

Michael Ashmore: We did. And we-- I think we looked at it both organically and also with an open mindset. So, if you would have asked me who I thought are our early adopters were going to be, I would have said family offices. Because they're unconstrained, they're quick movers, et cetera. But in many ways, I think that it runs contrary to what you expect in that family offices, it's all about trust. They need to get to know you. They need to see deals get done on platform. You need to see these milestones get met before they really want to get into something new. The first three clients that closed deals with us were a very large alternative asset manager and a very large insurance company. I would have thought that those relationships would have taken years to develop, but ultimately, I think they just identified the value quickly, and were able to wrap their heads around it.

Gui Costin: So, once they heard about it, they saw an immediate need for potential investment they were going to make that they could put through your tech.

Michael Ashmore: That's exactly right. Yeah, and technology, as a tool, makes everybody's life better. And it's got a very clear value proposition as it pertains to efficiency. We've always thought about how does that technology as a tool also serve a burning business problem? And that's why we always like to think of it as our technology assists with sourcing diligence, transacting, and monitoring in that seamless end to end workflow management system because of the fact that if sourcing isn't an inefficiency in private markets, then everybody's going to continue using the fund databases. They're going to continue using prime brokerage desks, which don't really do much in private markets because they don't get business themselves from it. So, we had to think about how we do, as a company, leverage technology for all of the business solutions, but then still drive the business outcome for the client.

Gui Costin: Gotcha. And how did you go about doing that?

Michael Ashmore: Yeah, I mean, it was really telling the story. And the story hasn't changed, but it's been honed so much over the last three years. We were always asking ourselves and our co-founder meetings like, how do we tell the story? How do we communicate this? I think we're in the process today of building our first commercial tutorial on rendezvous Rondeivu's business and thinking about exactly how we communicate that value proposition to our clients when we show them a video of what we do.

Gui Costin: Yeah.

Michael Ashmore: So, it's ever evolving, but I think we've gotten a much sharper pen on how we describe ourselves. And it really is that idea of when you think about those three different teams within an institutional LP, front office, middle office, back office and how those teams work together in deal teams, how do we leverage the technology so that from now on, the front office and the back office, after a deal is done, can be working from the same numbers provided from the same source, but in a much more cohesive and transformational manner for their decision making in a positive way.

Gui Costin: No doubt. And then but you'll also sounds like you'll act as a deal sourcer for opportunities?

Michael Ashmore: Correct. Yeah. So, we take a view on markets. We take a view on managers. Because if I break rendezvous long term success into either product or brand value, obviously, they interplay together. But brand value is critical, especially in financial services. So, we have to think about what the biggest inputs into that multivariate equation of brand value are. And the answer is good outcomes. If we don't have good outcomes from our early deals, then people aren't going to come back.

And so, when we thought about which deals we wanted to work on in January 2023, when we were going to go live, it was really about, OK, high inflationary environment, high interest rates, some uncertainty around an upcoming election in 2024. For me, it was pretty straightforward, find floating rate, inflation indexed, private credit.

Gui Costin: And so, which is your background and expertise. So, if anybody knows how to find that, it's to you.

Michael Ashmore: We were also looking to skate to where the puck is going, to use the hockey analogy. Because institutional LPs are becoming increasingly sophisticated. It's not just a blind pool, commingled main fund commitment, and then put it away for three years until somebody asks for a re-up.

It's also, what are your best co-investment ideas that I can also get into? How do you think about structuring? Or is this an evergreen? Is it a BDC? Is it a drawdown commingled? That level of sophistication is creating more disparate and more idiosyncratic LP types than ever before. And so, when we think about how do we source a deal that is going to add value to the right natural buyer, it really is trying to put ourselves in their shoes and say, at the end of this investment, is this going to be a good outcome?

Gui Costin: Do you only do one deal per LP? You have multiple come through the platform.

Michael Ashmore: Yeah, we're typically not working on two of the same asset class, same deal type at the same time. So, if I'm working on a direct

lending fund, I'm going to probably pass on any other direct lending funds until that one is complete. I think that that is something that we owe the GP is their dedicated interest within that sub strategy until we give them the success that we're aiming to achieve.

Gui Costin: And you'll go find the insurance company or the public pension fund for that deal.

Michael Ashmore: Exactly, exactly. And so, when we're thinking about how we-- the LP side of things, they can be looking at more things than once. But if we understand that LP client properly, we're not spray and pray dial for dollars, like transactional in nature. It really is much more about rifle shooting into the right organizations and the right people at those organizations based on their predefined investor mandate, really.

Gui Costin: Right.

Michael Ashmore: Yeah.

Gui Costin: OK. Makes total sense. I love it. So, talk to me about your leadership style and how it had to evolve from being an allocator of fuel and a chief investment officer, to now being a CEO of a fintech startup.

Michael Ashmore: I'm trying to run a marathon at sprint speed. Also, make sure that I'm not getting tired, I'm not making mistakes along the way. And so, when I think about leadership, that can encompass organic business development, it can incorporate corporate fundraising. It can incorporate vacuuming the office ahead of a client coming to visit us. There really is no limit to what can be done on a daily basis. I think my leadership style, even throughout my career, I've had some very positive mentors. And I've also had some bosses that weren't so-- weren't so positive. And I've always taken the view that good leaders pay attention to what the great leaders do well but also learn from the peccadilloes of the not-so-great leaders. And so, without specific examples, I've seen myself and others try to get pushed down in bad situations or not treated fairly when somebody did-- like actually generated a really good outcome for the company or assigning blame but taking credit. That's just stuff that we all are not good. But we just see it too much in corporate America or corporate culture that my leadership style is, number one, led by example. Make sure that I'm listening to my colleagues, make sure that I'm hearing what they're really trying to say to me, which isn't necessarily always on the surface. It could be something quite an undercurrent. And solve for that. How do I help them get to what's niggling at them? And if I do that, then we've actually created a solution. But also keep an eye on the prize. What is the bigger vision? Communicate that bigger vision. Because we all have to be rowing in the same direction, or we're going to go nowhere.

Gui Costin: And so, of your five teammates, you're spread out a little bit. One big question I have on this podcast is communication cadence and how you keep everyone in the loop. Now, five people could say, oh, it's easier. You could say five people spread out maybe a little harder. What controls and processes have you put in place around pure communication so everyone's always in sync?

Michael Ashmore: Yeah, I wish I was asking you that question because I feel like with your extra 10 years in business, you could probably tell me-- tell me how I should do it for the next 10 years. With us--

Gui Costin: Now, and I do believe, just to answer that question, I do believe the single most important thing in business, I don't use too much hyperbole but is tapping into the collective knowledge of the group. So if you have five people working all day long, are having experiences, having conversations, talking to people, all that stuff, the question is, how then do you figure out how do we share information where if I'm on your team and I'm having 10 conversations a day, and then nine, find out about one you missed? Because I didn't communicate it. But if you had known about it--

Michael Ashmore: It's not in the CRM or it's not-- yeah. You're hitting the nail on the head. So, part of that culture should be then making sure that the best stuff bubbles to the top. It can't just be that our role as the CEO is to solve problems, or to make things easier for others. It also has to be like when that light bulb goes off for an employee, or when that idea comes, we got to talk about it, and we got to talk about it while it's fresh. We typically do that via Slack. So, our tech and operations team are in Toronto. The reason why we put tech and operations there, University of Waterloo, which is my Alma mater, it's the redheaded stepchild to MIT down here in the US. It's a tech and engineering school. It's one of the best STEM schools in Canada. And so, Waterloo tech talent always ends up in the Valley. If you go and talk to any Silicon Valley founder, they're going to have at least 20 Waterloo engineers on their team.

Gui Costin: Wow.

Michael Ashmore: Yeah. Our view was like, I sit on the board of the university, I manage the endowment. I wanted to keep that talent in Canada and avoid the brain drain. So that's why we put tech in Toronto. My CTO is a Waterloo electrical engineer. And then operations, I mean the Canadian pensions, they are one of the few investor types that truly has the horsepower to do the different deal types that we do across funds, co-investments, direct deals, GP stakes, secondaries, et cetera.

Gui Costin: Wow.

Michael Ashmore: So, we had to put it in a location that could allow us to source that talent. Ultimately, we ended up hiring our head of operations from Adia, where she had spent over a decade. Yeah. So, to go back to your question, we have weekly co-founder meetings. The door is always open to employees to Slack me or to hop on a call with me. Because as we're evolving this company and growing, I'm going to need those best ideas. And I want to challenge people, whether it's on AI or whether it's on any sort of transformational, strategic business opportunity, to make sure that people are really trying to ideate on those opportunities and communicate those. Because otherwise, we're not leveraging five brains or 50 brains.

Gui Costin: Yeah, completely. All right. So, you've been through a lot. One question I love is what would you tell, especially a young person getting into this industry? What advice would you give a young person getting into your industry?

Michael Ashmore: Yeah. So, there is-- I don't know if you know Jesse Itzler. He's the CEO of Marquis Jets, part owner of the Atlanta Hawks. He's married to Sara Blakely.

Gui Costin: Yeah, I've read his book.

Michael Ashmore: Yeah. And I--

Gui Costin: The seal book?

Michael Ashmore: Just as a person, he just seems like somebody that really brings a lot of positivity and a lot of really good energy. He talks often about how he grew his sales skills. Because he really did do the boot camp on learning to sell or learning to fundraise just in the most traditional manner possible, like cold calling, et cetera. So, he tells a story about how he was living with his roommate in a 500 square foot apartment, and his roommate ran a stock brokerage and had an extra desk at his office. And so, Jesse said to him, can I borrow the desk? And his friend was like, yeah you can have the desk, but I need you to cold call for me from 6:00 PM to midnight and generate leads for me. So, Jesse would work his full-time day job, and then he would from 6:00 PM while everybody else was out having fun, 6:00 PM to midnight, he was cold calling just hundreds of potential clients for the stock brokerage. And I think his hit ratio was like sub 1%. It took them hundreds of calls before he got his first yes. But what it taught him was really that idea of this is really difficult. But if I don't learn from all of those no's, when I get to that, yes, my conversion ratio is never going to go up. So always be thinking about the data around why a yes or a no happened, cut out the bad, improve the good, and continue from there. But also, it really is a mindset. I think we all know that sales are extremely hard. It can really beat you down to get those first 100 no's.

Gui Costin: Mentally not physically.

Michael Ashmore: No, mentally, not physically. Yeah, for sure.

Gui Costin: And you say you're not being-- you're not being dropped in Fallujah with a 90 pounds pack on your back?

Michael Ashmore: No, no exactly.

Gui Costin: Just getting told no.

Michael Ashmore: There are harder jobs out there, for sure. But to wake up that next morning with the enthusiasm, the naivete to say yesterday is in the rear-view mirror, let's go today, it really-- that positivity does lead to better results in sales. So, I would say to a young person drive towards that positivity. And also, never ever sacrifice integrity or professionalism. There are no shortcuts.

Gui Costin: Yeah. So true. OK, closing question is biggest challenge you're facing today, and how you're overcoming it?

Michael Ashmore: That changes every day. So, we were a business that launched in the middle of venture winter. So, thank the Sequoia note came out to all of its port codes in, I think, it was June or July 2022 saying, venture winter is coming. Tighten your belts, get ready for a really difficult fundraising period. And so, what we the seed round proceeds that we'd raised, we had to be very judicious with those. And we were a scrappy startup. We lived through the venture winter. And not only that, with that high-interest rate environment, with the inflationary environment, deal making came to a standstill. Fundraising over 2023, 2024 was really difficult. And I think many people would say it still is today.

Gui Costin: And how many rounds have you raised?

Michael Ashmore: So, we've raised four million across seed and bridge. We're going to price a series A in Q4, Q1 next year. So, we're--

Gui Costin: Congrats.

Michael Ashmore: Thank you.

Gui Costin: It's great.

Michael Ashmore: Thank you. Yeah, we're looking at approximately 300 millions of transaction volume to close this year. That will put us into the first

quartile series A type conversations. And the series A for us is less about the money, and it's much more about who the partners that join our cap table are. So, we're really focused on a half dozen folks that can really drive long term strategic value. And it's actually not the traditional venture folks like a Sequoia, or a benchmark, or Lightspeed. But to go back to your question, what is difficult on a daily basis? It changes every day. Sometimes it's team management. Sometimes it's strategic planning, making sure that I get above the trees to see the forest. Some days, it's fundraising. Some days, it's closing a deal. Some days, it's where's the best new deal going to come from. It always changes, but--

Gui Costin: It sounds like you're the CEO of a fintech startup.

Michael Ashmore: Yeah, yeah, exactly, exactly. But it's also that frustration or those difficulties, I think you'll probably agree with, it's also one of the most rewarding aspects of it.

Gui Costin: Yes, yes.

Michael Ashmore: Yeah.

Gui Costin: But you're right, it never ends. That things can get smoother, but then you always have your next frontier that you want to conquer. And I mean, processes and procedures are amazing but getting that snowball rolling down the hill is great. But then when you do need to make some adjustments to whether you're going after new end markets or changing things, sometimes changing that momentum from the team can be challenging.

Michael Ashmore: Have you-- here's a question for you. Have you ever-- have you found for E-cost, and that there is a way that you think about the challenges that are evolving, that helps you solve those challenges that evolve in a quicker, more efficient manner?

Gui Costin: You wish that could be the case. I think the smartest thing that we can do is making sure you're serving end markets that have a real burning problem, like you said. And that they have capital to pay to solve the problem because it really helps their growth. And so, you're supplying. We're in the data business. So, selling data to people that need it to make money. So, for instance, if it's fundraisers, they need to raise capital for their funds. And so, they're making money. Research people, less so, if we had a really good research database, that's not as burning of a problem, meaning new investment ideas. Even though we have that in there. However, if you go then to the other side of an investment firm, sourcing investment opportunities. Definitely. Like you're in that but then doing it much more about eliminating the need for every firm to manage, 150, 200,000 port costs, and all that information, and proper categorization, and updating, and movement of CEO,

CFO, Chief Marketing Officer, all of that, that's really what we do. But it's making sure then we don't also go from being a data supplier to your business would be just say transactions. We're creating some kind of workflow tool around transactions, where we get outside of our core competency. And so, I'd say just trying to stay true to your core competency and do more and more of that. And listen, data is moving at a breakneck pace. AI can be helpful. However, if you use AI enough, just the simple perplexity, or Claude, or ChatGPT, you realize it can be inefficient in terms of the deeper questions you ask. And thank goodness, because we're in the data business. And so, you just can't access everything that you want. There needs to be some curation to it. So, I don't know if that-- if that helps. But just making sure I've found is It can do little tests to get far afield, but make sure that Jeff Bezos says it's a two-way door versus a one way. And so, you can quickly retreat, and it doesn't sabotage your company.

Michael Ashmore: But you've also-- I think one thing that you guys have done great is identify that right sort of opportunity for the ICP to solve and for that high value proposition product. And that wasn't there 15 years ago. You saw that and executed on it.

Gui Costin: Yeah so, we're still six years into one ICP. So, since the Dakota Marketplace launched, we've only sold to fundraisers. And now, we're expanding that out because we just have gathered so much information, whether it's 18,000 GPs and all that level of information around funds, and performance, and presentation decks and all of that, then it just made sense for us to bring in recently, 117,000 Port Cos that are owned by those different GPs, whether it's venture, etc. But bringing that in, managing it, organizing it, making sure that there's proper matching, it's clean. Yeah. Because if you can match proper sector, industry sub industry, subgroup to the GPs in the same fashion to the public companies, in the same fashion, or bringing in just under 13,000 public companies' earnings information, earnings intelligence, all of that. And then what you can do with AI and stuff. So, I could go on. But yes, but what's made it work has been staying true to when ICP to start and really solving that one problem for one group over and over and over again. And then but naturally, it expands. But we've never left that until now. But we haven't really left the ICP as because we're staying inside the investment firm. And I think that's the key. So very smart. All right. Well, Michael, congrats on what you've built, what you've launched. It's incredible. And I can't wait to continue to watch your success.

Michael Ashmore: Thank you very much.

Gui Costin: Great. Well, thanks for being here. All right, everyone. That's another wrap of The Rainmaker Podcast. Thanks so much for joining us. And we can't wait to see you on the next episode of The Rainmaker Podcast.

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Gui Costin: Hello, everyone. Just wanted to say thanks for watching. Hope you enjoyed the show. One thing that I think you do is all of this information that we covered exists in Dakota Marketplace, our institutional investor database. Even this show that we just cut will end up in Dakota Marketplace so you can view it. And if you're not a member, we would love to show you the platform. Just simply go to our website and get a free trial of Dakota Marketplace.