



**SEO LONDON**

**Alternative Investment  
Programme (AIP)**

**September 2021**

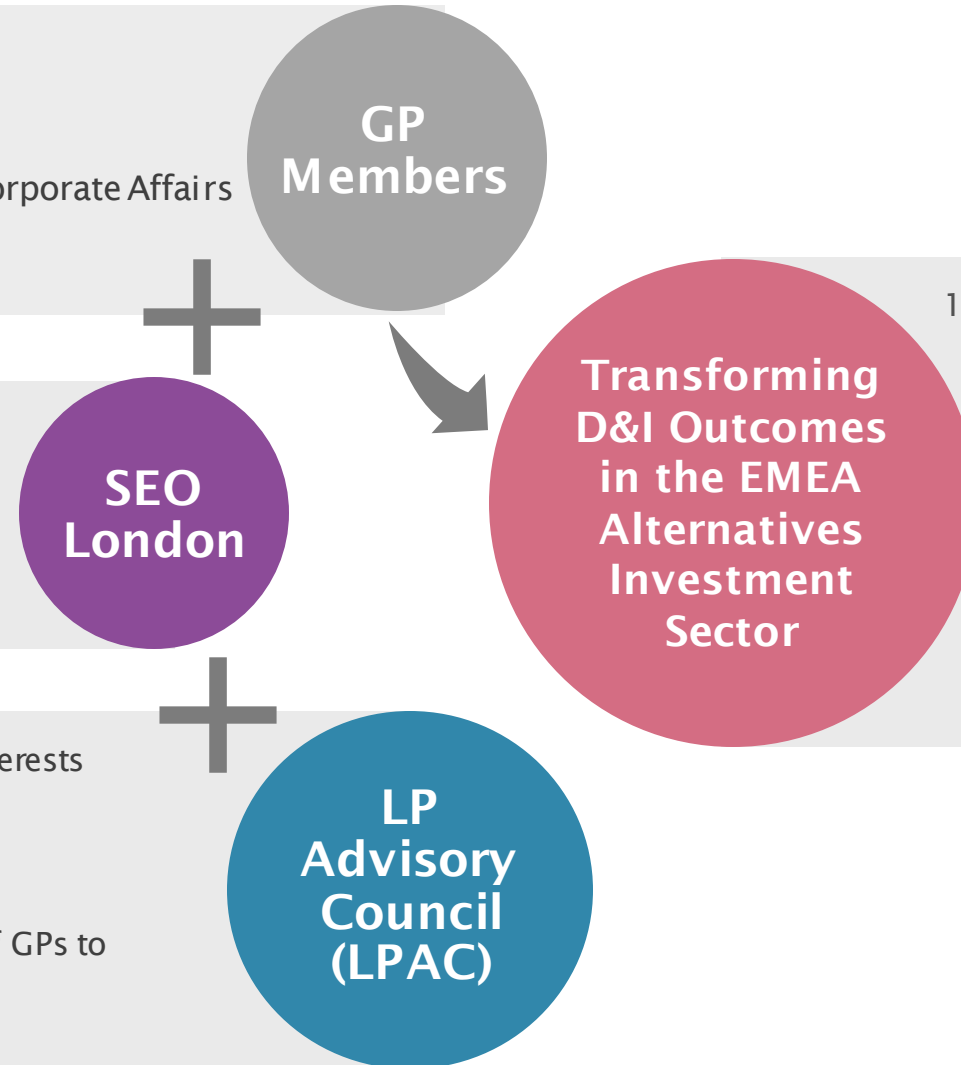
# SEO London Alternative Investment Programme (AIP)

## Vision and Opportunity

1. Core + Extended Funding to ensure sustainability
2. Volunteers drawn from staff
3. Dialogue with HR/Recruiting/L&D/D&I/Marketing/IR/Corporate Affairs teams for optimal engagement

1. 20 Years of leadership in UK D&I
2. 90+ elite sponsor firm relationships across ecosystem
3. Committed, multi-disciplinary D&I-focused team of 20+
4. Infrastructure and relationships in place

1. Limited Partner Advisory Council (LPAC) to consolidate interests around D&I topics
2. Clarity in mapping D&I to ESG/SRI objectives
3. Fast-track access to new diverse funds-in-formation
4. Critical mass of committed LPs sustain long term focus of GPs to deliver positive change.
5. Participation in AIP as full member



1. Fundamentally shift the discussion about D&I
2. Unify LP and GP perspectives on D&I
3. Engage staff in meaningful D&I interventions
4. Revolutionize D&I recruitment and retention
5. Engage the entire Alternatives ecosystem

# AIP Firms

## AIP Steering Group Firms - Leading the Way



20 leading Private Equity firms in the Steering Group  
 \*New Joiners since May\* - Blackrock Alternatives and Digital Bridge

## LP Advisory Council (LPAC)



## Alternatives Firms Working with SEO London (ex-AIP)



SEO London currently works in a limited capacity with a number of Alternatives investors outside of the AIP - we are selectively converting their interest to fit within the AIP framework

## Allies



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## Ten D&I Workstreams – Overview



- 01.** Community Engagement – Secondary Schoolers
- 02.** Training & Recruitment – Undergraduates
- 03.** Training & Recruitment – Junior Associates
- 04.** Recruitment – Experienced Hires
- 05.** Member Engagement – New GP members
- 06.** LP Advisory Council and Introductions – New LP members
- 07.** Ecosystem Development – Banking/Law/Consulting/Accounting
- 08.** Best Practise Sharing – Industry best practices
- 09.** Conference – Consolidating all parties around D&I
- 10.** Promotion – Press & media exposure