

How Crescera Capital Supercharged Fundraising With FundCentre™

Crescera Capital, a Brazilian asset management firm specializing in private equity and venture capital, invests in transformative businesses in sectors across Education, Healthcare, Consumer Goods, Services and Technology. Crescera partnered with Intralinks to create an institutionalized, data-driven fundraising experience for its growing investor base.

Situation

As Crescera prepared to launch its most recent USD 500 million fund, the firm wanted to streamline its capital raising process and strengthen investor outreach. With a global network of investors and prospects, sharing fund marketing and due diligence materials via email had become error-prone and time-consuming. Fund managers needed a secure, reliable way to organize and group documents for diverse investor groups while providing controlled access for global limited partners (LPs), tracking investor engagement and delivering a seamless, professional experience.

Upon learning about Intralinks [FundCentre™ Fundraising](#), Crescera was excited to discover a purpose-built platform designed to help general partners (GPs) launch, market and close funds with greater efficiency.

Client Success Story

Crescera Capital

Industry:
Private Equity and Venture Capital



Time savings:
Shares information with the
right prospects and investors
in just one click



Actionable data:
Provides real-time insights,
helping the team optimize
investor engagement



Exceptional service:
Delivers gold-standard support
and strategic partnership



Solution

Given the investor relations team's prior experience using Intralinks and the platform's potential to elevate their marketing outreach and LP experience – FundCentre Fundraising was an easy choice. With FundCentre, the Crescera team quickly centralized investor communications, replacing email-based document exchanges with a secure, user-friendly and trackable digital experience.

"The platform is working very well, and we're really enjoying using it," says Isabel Lefevre, an investor relations analyst at Crescera. "It's been incredibly effective for organizing our materials and sharing them with investors and prospects."

During the latest fundraise, uploading, managing and securing more than 70 fund-related documents was effortless with FundCentre. "The organizational features of FundCentre are great," adds Lefevre. "It's very easy to navigate the platform and understand what you're doing – and the layout really helps." Granular permission controls ensure LPs can only access the information relevant to them, creating a highly secure and efficient investor experience. Lefevre also highlights how easy it is to organize investor materials on the platform and confirm when investors have accessed documents, providing full visibility into fundraising progress.

Results

Crescera saw immediate results after implementing FundCentre. The platform replaced fragmented email exchanges with a single, secure hub that streamlines communications while enhancing transparency and elevating the LP experience. With everything organized in one place, collaboration and document sharing became intuitive and efficient. "It's so much easier now," says Lefevre. "Instead of sending multiple emails and uploading files repeatedly, I just upload once, add the investor's email and the platform handles the rest."

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FundCentre brought much-needed transparency to Crescera's fundraising process, providing detailed activity insights that show exactly when and how investors engage. "The tracking feature is incredibly valuable, because we used to send documents without knowing if investors had viewed them," says Lefevre. "With FundCentre, you can see exactly who accessed the files, which makes a big difference."

Beyond the platform itself, Crescera credited the seamless transition to Intralinks' customer success team, which provided timely, personalized support every step of the way. "The onboarding process was great," says Lefevre. "The customer success team was always available and quick to respond. It made everything much easier."

Looking Ahead

Building on this success, Crescera Capital will continue its partnership with Intralinks for its next fund launch in 2026, supported by a proven, scalable solution that enhances investor confidence and operational efficiency. With FundCentre, the firm is well-positioned to accelerate fundraising, deepen investor relationships and drive continued growth across its alternative investment strategies. and consistently uphold the highest standards of compliance and trust in an evolving market.