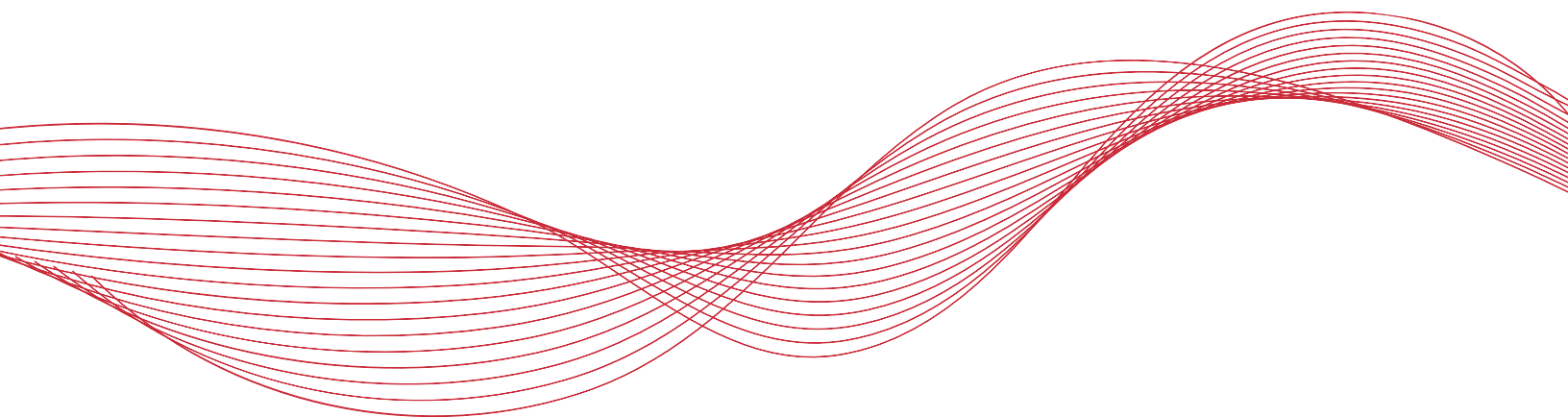


Li Costi

Capital Raising Campaign Strategies

WITH GUI COSTIN

The Deal Scout Podcast



Capital Raising Campaign Strategies

In this episode of *The Deal Scout Podcast*, host Josh Wilson interviews Gui Costin, CEO of Dakota, to explore his experiences and insights in capital raising, leadership, and creating a strong organizational culture. Gui shares his journey of raising over \$40 billion for investment funds and describes how his company has built a niche in supporting investment firms through fundraising and its proprietary database, Dakota Marketplace, a tool designed to streamline the process of connecting with institutional investors.

Gui emphasizes the dual nature of successful fundraising: being a persistent “meeting setter upper” and a “sophisticated storyteller.” He discusses the importance of simplifying complex investment strategies for intermediary audiences, who then convey these ideas to decision-makers. Gui advises fundraisers to master cold outreach and build emotional resilience, noting that consistent and respectful engagement is key to creating opportunities in a highly competitive field. He outlines a three-part meeting strategy: capture attention immediately, foster meaningful dialogue, and conclude with direct questions to identify next steps, saving time and energy.

Culture plays a pivotal role in Dakota’s success. Gui discusses how treating employees with kindness and respect fosters a collaborative environment. He contrasts “kindness” with being merely “nice,” emphasizing the importance of honest, constructive conversations. He describes how his leadership evolved through personal failures and self-awareness, leading him to create a professional and supportive workplace. Gui advocates for trust over micromanagement, citing Dakota’s absence of formal vacation and expense policies as a testament to their culture of mutual respect.

The episode also touches on the importance of process and leadership accountability. Gui argues that sales processes must be designed and owned by the CEO, ensuring alignment across the organization. He highlights Dakota’s commitment to metrics like first-time meetings and demo scheduling, which drive their business.

Gui underscores the value of face-to-face interactions, hosting Dakota Cocktails events across cities to strengthen relationships. He concludes with reflections on balancing family life with professional demands, emphasizing the importance of prioritizing personal values while achieving business success.

This episode is a masterclass in combining discipline, storytelling, and leadership to succeed in the investment and sales industries, offering actionable insights for entrepreneurs, fundraisers, and CEOs.

