

INVESTOR PERSONAS



Retirees chasing yield



Self directed HNW



SMSF Investor



Club Treasurer



Family Office



INVESTOR PERSONA 1: THE YIELD CHASER RETIREE



Profile

Age: 65–75

Status: Self-funded retiree with a paid-off home and \$1-2m+ in investable assets

Primary Goal: Income replacement in retirement without eroding capital

Key Concern: Bank term deposit rates too low to fund lifestyle; worried about inflation reducing spending power

Investment Behaviour: Conservative but willing to step up risk in exchange for dependable yield, prefers products with regular income distribution

Why Private Credit Appeals

Steady yield of 8–10% vs. 1–3% in bank cash/deposits

Regular monthly or quarterly distributions fit cash flow needs

Comforted by secured lending against tangible collateral (e.g., property or business assets)

INVESTOR PERSONA 2: THE SELF DIRECTED HIGH NET WORTH



Profile

- Age: 40–60
- Net Worth: \$10m+ from sale of a business, property development or ongoing entrepreneurial ventures
- Primary Goal: Capital diversification and exposure outside equities/property
- Key Concern: Doesn't want idle cash; wary of volatility in listed markets
- Investment Behaviour: Opportunistic, values access to “non-mainstream” assets, likes solutions that match entrepreneurial mindset

Why Private Credit Appeals

- Attracted to “private pooled deals” that feel exclusive and tangible
- Sees credit opportunities as similar to how they themselves lent/invested in their business growth
- Interested in co-investments and larger allocation “strategic partnerships”

INVESTOR PERSONA 3: THE SMSF TRUSTEE



Profile

- Age: 45–65
- Structure: Family Self-Managed Super Fund of \$2–5m
- Primary Goal: Long-term capital security with above-inflation returns
- Key Concern: Compliance and ensuring SMSF trustees meet fiduciary duties
- Investment Behaviour: Cautious; works via financial advisers or accountants; likes products that can be substantiated with proper reporting

Why Private Credit Appeals

- Diversifies SMSF assets away from equities/property
- Consistent income supports pension-phase obligations
- Detailed quarterly reporting provides audit trail for SMSF compliance

INVESTOR PERSONA 4: COMMUNITY & CLUB TREASURER



Profile

- Entity: Local sports club, professional association, charity, or not-for-profit
- Fund Base: \$2-15m cash reserves earmarked for future long-term infrastructure (clubhouse/practice facilities etc.)
- Primary Goal: Preserve capital until major project requires deployment, while generating meaningful income in the interim
- Key Concern: Must demonstrate fiduciary prudence and transparency to members/stakeholders
- Investment Behaviour: Conservative, with a preference for lower-risk secured opportunities with liquidity options

Why Private Credit Appeals

- Generates higher returns vs traditional bank deposits to fund future projects
- Emphasis on secured lending provides confidence that capital is preserved
- Regular reporting supports accountability to committees/boards

INVESTOR PERSONA 5: THE MULTI- GENERATIONAL FAMILY OFFICE



Profile

- Structure: Family office with \$50m+ in FUM, overseeing multiple entities and generations
- Primary Goal: Consistent risk-adjusted returns with diversification
- Key Concern: Balancing yield with capital stability across generations
- Investment Behaviour: Sophisticated allocator, conducts thorough due diligence, seeks to place \$5–10m per manager across diversified mandates

Why Private Credit Appeals

- Fits into “alternative assets” sleeve with attractive yield vs. volatility in equities
- Provides regular income to fund family distributions and philanthropy
- Interest in direct engagement with fund managers and potential bespoke mandates

Case Study 1: Margaret, the Self-Funded Retiree

Problem

Margaret has worked her whole life, paid off her home, and built a nest egg of \$2.5m. Now in retirement, her (bank savings and deposits) bank deposits and term deposits are delivering less than 3%—not enough to fund her lifestyle.

Why It Matters

She needs dependable income that doesn't erode her capital. Low interest rates force her to look beyond cash—but she doesn't want exposure to volatile shares.

Solution

By allocating a third of her savings into Capspace Private Credit Fund, Margaret accesses a portfolio of secured loans to Australian SMEs, generating annualised yields of 8-10% and total income of \$120k (based on weighted average returns of approximately 4.8%).

Outcome

Her monthly distributions cover her everyday living costs and travel plans, while her core capital remains preserved.

Capspace Angle

Capspace provides retirees like Margaret with a reliable income stream in retirement, backed by the security of

Case Study 2: James, the Entrepreneurial High Net Worth

Problem

James recently sold his technology company for \$20m. He already has exposure to equities and commercial property, but much of his portfolio feels “locked up” or volatile. He has \$5m in cash reserves waiting to be allocated.

Why It Matters

He wants to stay entrepreneurial with his wealth—investments should feel strategic, opportunistic, and meaningful, not just “sitting in the bank.”

Solution

James invests \$3m into Capspace Private Credit Fund because it provides direct access to private business lending opportunities, at scale, with institutional-quality oversight.

Outcome

James feels engaged in an asset class that reflects how he once grew his own business—with access to tangible credit opportunities and the ability to generate consistent yield.

Capspace Angle

Capspace appeals to high net worth investors like James by offering yield, diversification, and pooled lending assets that feel private and entrepreneurial—without requiring him to manage the lending process.

Case Study 3: Richard & Anna, SMSF Trustees

Problem

Richard and Anna manage their \$3m self-managed superannuation fund. Their portfolio is concentrated in Australian equities and two investment properties. Market volatility and compliance obligations make them wary of overexposure and audit risk.

Why It Matters

They want diversification to protect long-term wealth and ensure stable income during pension phase, while satisfying SMSF reporting requirements.

Solution

They direct 20% of their SMSF portfolio into Capspace Private Credit Fund. The Fund provides detailed and transparent reporting, monthly distributions, and clear visibility over assets backing the loan facilities.

Outcome

Their SMSF achieves a more balanced risk/return profile, with capitalised monthly yields supporting their future retirement objectives and simplified audit processes.

Capspace Angle

Capspace helps SMSF trustees gain exposure to private markets with the comfort of transparency, structured reporting, and capital stability.

Case Study 4: The Emerald Golf Club

Problem

Emerald Golf Club holds \$10m in cash raised for a future clubhouse redevelopment. Currently, funds sit in term deposits generating little return. The club committee wants to preserve capital while maximising income for future projects.

Why It Matters

Members expect prudent management of club funds. Idle cash means lost opportunities, and the committee needs to balance liquidity with growth.

Solution

The club allocates \$5m into Capspace Private Credit Fund, which provides strong yield generation (8%+ p.a.) while preserving their capital base through secured SME loans.

Outcome

After three years, the club has generated over \$1m in income—helping accelerate financing for their new clubhouse—without drawing down reserves.

Capspace Angle

Capspace provides clubs and associations with a solution that balances fiduciary responsibility, transparency, and high-yield outcomes compared to leaving money in the bank.

Case Study 5: The Hamilton Family Office

Problem

The Hamilton Family Office manages \$100m of assets across three generations. They face a common challenge: delivering consistent return streams while mitigating risks for future generations. Public markets feel unpredictable, and they seek alternatives with durability.

Why It Matters

The family requires investments that align with their governance structure—high yield, transparent reporting, and diversification beyond property and listed equities.

Solution

CapSPACE Private Credit Fund becomes part of their alternatives sleeve. With a \$10m allocation, the family office secures a steady annual yield, detailed reporting, and access to manager insights on private debt markets.

Outcome

The family office creates a stable income stream to support philanthropy and generational distributions, while maintaining a well-diversified portfolio.

CapSPACE Angle

CapSPACE delivers family offices institutional-quality private credit exposure, attractive yield, and deep reporting to support long-term, multi-generational wealth goals.