

# Fundraising: The importance of the placement agent

In such tough fundraising conditions, the role of the placement agent has become increasingly important. *Emanuel Eftimiu* talks to HarbourVest's George Anson and Mounir Guen of MVision about the current fundraising market and what LPs expect in this new economic environment

Anson reveals the long process his firm adopts when selecting its General Partners, which can involve years, or even a decade, of due diligence and investigation. He also discusses the important role of the ILPA principles, but stresses they are guidelines to help GPs make sensible decisions which will be conducive to good LP relations.

Guen discusses some of the common mistakes GPs make when fundraising, and says they should ensure they open up to LPs, to ensure they understand what the GP does. He also warns against GPs assuming that having been able to successfully raise funds in the past will guarantee they can do the same in the future.

You can view the full debate [here](#).

