



Educate.
Connect.
Support.

The North American network for entrepreneurs in asset management

Founded in 2014 to support Quebec's emerging portfolio managers, the Emerging Managers Board (EMB) has grown into a trusted Canadian network of emerging manager firms while developing meaningful relationships with institutional allocators and industry partners. Now, through a strategic partnership with Fuel, the organization is expanding its reach across North America, pairing its established community and decade of experience with a scalable cap intro platform.

This new chapter marks the launch of the Emerging Manager Alliance (EMA), which will strengthen and expand the ecosystem connecting entrepreneurial asset managers with the allocators, sponsors, and strategic partners that can help them build enduring firms.

Become a sponsor

**GET VISIBILITY WITH THE FIRMS
BUILDING TOMORROW'S ASSET
MANAGEMENT INDUSTRY**

EMA members are entrepreneurs actively building their firms' infrastructure, which means they are making real vendor decisions in legal, audit, banking, custody, technology, and prime brokerage. Partnering with EMA puts your organization in front of this audience at exactly the moment those decisions are made.



A validated, growing audience

EMA has hosted successful Cap Intro events in Montreal and Toronto for the past ten years. This proven model now expands across North America.

BROAD ELIGIBILITY

Our members span all asset classes, from \$2M to \$2B in assets under management. Managers with under \$2M in AUM can join by invitation only as an “up-and-coming star”. Those over \$2B will be included in our group of “Mentors”.

TRUSTED BY LEADERS

Current EMA partners include National Bank, Fasken, Raymond Chabot, and Fundata, validating the quality of this audience for new partners. Our network also extends to institutional relationships including Quebec emerging manager program (QEMP)/La Caisse, Texas TRS, CalPERS, and NYCRF.

YEAR-ROUND VISIBILITY

Partners are featured across two EMA in-person Cap Intro events and two virtual ones hosted on Fuel, as well as its website, newsletters, and member communications.



Sponsorship tiers

Customized packages are available upon request, including buying capacity for your clients at each in-person and virtual event.

Annual Premium Partner

\$25,000 / YEAR

GOLD

- Year-round premier visibility at every EMA and Fuel event as a "Premium Trusted Partner"
- Six (6) Complimentary tickets to all EMA in person events and two (2) Complimentary tickets to all Fuel in-person networking and educational events.
- Company profile on all Fuel virtual events (includes company logo, company description to 3 representatives, marketing materials)
- Premier logo placement across every in-person EMA event, The EMA website, and all event communications
- Host one educational webinar annually
- A \$6,000 credit to buy slots for your clients at EMA and Fuel virtual events
- A 15% discount to pass along to your clients for all EMA and Fuel events
- Insight into activity/ views of your client's profile on every Fuel virtual event

Annual Partner

\$15,000 / YEAR

SILVER

- Year-round visibility at every EMA and Fuel event
- Four (4) Complimentary tickets to all EMA in person events
- Company profile on all Fuel virtual events (includes company logo, company description to 3 representatives, marketing materials, and logo)
- Premier logo placement across every in-person EMA event, The EMA website, and all event communications
- One (1) tickets to attend Fuel's in person educational events
- An event discount of 10% to share with your clients

Platform Sponsor

\$7,500 / YEAR

BRONZE

- Ongoing brand presence on EMA and Fuel's digital platforms
- Two (2) Complimentary tickets to your named event
- Logo placement on the EMA's official partners' directory
- Company profile on all Fuel virtual events (includes up to 3 representatives, marketing materials, and logo)
- A virtual event discount of 10% to share with your clients

Event Partner

\$10,000 / EVENT

- Featured visibility as lead sponsor at the in-person Cap Intro event of your choice
- Four (4) Complimentary tickets to your named event
- A moment on stage: Host a session or open the event in front of the room
- Your logo added to all event marketing materials and signage associated with the event
- An event discount of 10% to share with your clients

Media & Marketing Partner

Designated for associations and companies that support the mission of EMA.

Become a media and marketing partner with EMA and receive valuable benefits that will help build your brand in the alternative industry.

Become a sponsor

[CONTACT US](#)



Our vision

We believe that small and medium-sized businesses are the backbone of most economies. Entrepreneurial asset managers bring new perspectives, strategies, and competition to the investment industry. We envision a North American ecosystem in which promising investment firms have the relationships, knowledge, and resources to build enduring businesses, meet institutional standards, and compete for capital.

What we do



Cap Intro & networking

Create targeted opportunities for emerging managers and institutional allocators to build relevant, productive relationships through in-person and virtual programs.



Education

Provide practical guidance, industry expertise, and resources that help emerging managers strengthen their businesses and meet the evolving expectations of institutional investors.



Partnerships

Foster relationships with sponsors and organizations whose expertise and support help entrepreneurial asset managers address critical business needs and prepare for long-term growth.



ESG, diversity & inclusion

Foster industry dialogue around sustainable investing, diversity and inclusion across every asset class, helping emerging managers navigate institutional expectations and adopt practices appropriate to their businesses and investment strategies.

Our team

Decades of experience bridging emerging managers and institutional allocators across North America.



Charles Lemay

President of the EMA &
Partner at
Walter Global Asset
Management



Yon Perullo

Founder of Fuel



Lisa Vioni

CEO and
Co-founder of
Hedge Connection



Violaine Trudeau

EMA Manager and
Coordinator



Mathieu Boisvert

Founding Partner &
CEO Bastion



We consider ourselves fortunate to have such a program in Montreal, supported by sophisticated investors who have helped support and promote Quebec's financial industry for many years. Establishing a new investment firm is a major undertaking. The support of the EMA/AGE enables us to accelerate our growth and showcase the tremendous investment talent we have here in Quebec.

Carl Dussault

CEO at Evovest



The EMA has been essential to Evovest's development. From our first information requests, we sensed a spirit of mutual assistance. The activities organized by the EMA have allowed us to move forward in adopting best practices shared by our peers. I'm convinced that any emerging manager will find EMA membership beneficial because of the depth of its activities and the knowledge that gets shared at them.

Cap Intro Events

Powered by Fuel

EMA's Cap Intro events combine in person and virtual formats, each built to generate real introductions, not just visibility.

IN-PERSON

Bringing emerging managers together face-to-face with institutional allocators, building on a decade of relationships across North America.

VIRTUAL

Hosted on Fuel's platform, connecting managers with institutional investors, family offices, and advisors worldwide, with no travel required.



A platform built for real connections

Managers create detailed profiles describing their firms, strategies, experience, and investment terms. Allocators review participating managers and indicate the firms and strategies relevant to their interests.

Meeting schedules are developed using allocator preferences, manager selections, and structured matching to prioritize relevant introductions. The process creates opportunities for substantive conversations while giving both managers and allocators greater visibility into potential fit.

Participation in EMA does not guarantee meetings, follow-up, or investment. Allocators retain complete discretion over manager selection, evaluation, and allocation decisions.



Grow with us into this new chapter

Become a sponsor

To discuss partnership opportunities, get in touch:

Charles Lemay, President: clemay@walter-gam.com

General inquiries: info@emergingmanageralliance.com
emergingmanageralliance.com

