

Seven Sisters Capital

A Fund Built for What's Next.

Smart Capital for a New Era.

Where trust meets conviction.



Who are Seven Sisters Capital?

Seven Sisters Capital is a boutique discretionary investment fund built on the principles of trust, discretion, and long-term capital growth. We provide a highly personalized investment experience to a select group of sophisticated investors, combining high-conviction ideas with rigorous risk management. Our disciplined approach prioritizes capital preservation and reduces drawdowns, enabling clients to pursue their financial goals with confidence.

The fund is led by **Charles Kerridge** and **Kian Fraser**, whose combined expertise and experience guide every investment decision. Their deep market knowledge, disciplined process, and commitment to client engagement ensure that each investor receives the attention, transparency, and insight they deserve. At Seven Sisters Capital, your wealth is managed by professionals who are not only highly skilled but also personally invested in your long-term success.

Trust

Everything we do is built on a foundation of trust. Your trust in us is not something we take lightly—it is vital, and we dedicate ourselves to earning and maintaining it every single day.

As a boutique fund, we operate differently from larger institutions. Here, you are never just a number; you are a valued member of our community. When you join the Seven Sisters family, you become part of a close-knit network where your voice matters. We believe in transparency and engagement, giving you the opportunity to be as involved in the fund as you wish.

From regular updates on the fund's activities to detailed insights into our investment strategies, you will always remain informed. Moreover, you will have direct access to Charles and Kian—whether by email, personal telephone, or in person—ensuring a level of communication and responsiveness that larger funds cannot offer.

At Seven Sisters, we do more than manage investments; we build enduring relationships. Your confidence in us drives everything we do, and we are committed to nurturing that trust with openness, care, and exceptional service.

Kian Fraser



Director at Seven Sisters

Kian is a disciplined, risk-focused trader who specialises in identifying undervalued, low-risk companies with strong growth potential. With a proven track record of outperforming benchmarks, he applies a methodical and detail-oriented approach to analysing market trends, company fundamentals, and strategic business factors. Known for his patience and analytical rigour, Kian makes high-conviction trading decisions while managing risk effectively and maximising long-term returns.

Averaging a monthly return of 3% in the US market through disciplined trading and investing, he has generated a sustainable personal income from managing his own portfolio since the age of 18.

Key Strengths:

- Specialises in low-risk, high-potential trading opportunities
- Strong track record of outperforming benchmark indices
- Methodical, detail-oriented approach to market and company analysis
- Combines financial insight with strategic business understanding
- Focused on risk management and long-term value creation

Charles Kerridge



Director at Seven Sisters

Studied Finance & Investment at the University of Brighton

Achieved a 73% return trading US equities in 2024

Managing proprietary capital with a gain of 36% year-to-date (2025), under strict risk parameters with a maximum drawdown limit of 10%

Developing and programming indicators to create greater trading edge, enhanced through integration with AI

Our Philosophy

This philosophy enables us to remain nimble, disciplined, and forward-looking, compounding returns whilst safeguarding capital across all market environments.

At Seven Sisters Capital, we believe superior returns are achieved through the combination of deep fundamental research, disciplined risk management, and a patient, long-term perspective.

- **High-Conviction Focus** – We concentrate capital in a small number of the most compelling opportunities, avoiding the dilution of large, index-like portfolios.
- **Asymmetry of Opportunity** – We seek situations where upside potential significantly outweighs downside risk, guided by rigorous scenario testing and governance.
- **Flexible Mandate** – We allocate capital across traditional and digital assets across global markets, following opportunity rather than being constrained by benchmarks.
- **Knowledge Edge** – We leverage proprietary research, AI-driven analytics, and direct management evaluation to uncover insights missed by Wall Street.
- **Capital Preservation First** – We prioritize protecting downside, holding cash when opportunities don't meet our standards rather than chasing marginal trades.
- **Aligned with Investors** – We invest our own capital alongside clients, ensuring decisions are made with shared incentives and accountability.

Market Opportunity

- **Structural Inefficiencies** – Large institutional funds are constrained by size, benchmarks, and rigid mandates. This creates inefficiencies in small-to-mid-cap equities, emerging technologies, and digital assets—areas where a nimble fund such as ours can thrive.
- **AI & Digital Disruption** – Artificial intelligence is reshaping entire industries, from marketing to finance. Yet many incumbents are slow to adapt, and Wall Street coverage often lags the pace of change. This creates mispricings and overlooked winners.
- **Shift in Investor Demand** – Sophisticated investors are increasingly seeking differentiated, high-conviction strategies that can outperform in uncertain markets, rather than relying on passive beta exposure. Demand for boutique funds offering personalised access and transparency is growing.
- **Volatility as an Advantage** – In an environment of macroeconomic uncertainty, liquidity shocks, and correlation breakdowns, disciplined capital preservation combined with tactical deployment creates opportunities for asymmetric returns.
- **Access to Unique Trades** – Our size and agility enable us to pursue opportunities that larger funds cannot—special situations, overlooked mid-caps, and tactical trades in digital assets—providing differentiated sources of alpha.

What is wrong with the industry?

Big funds are too large, too crowded, and too distant. We are nimble, aligned, and client-focused.

- **Too Big to Be Nimble** – Mega-funds moving billions cannot exploit smaller, high-conviction trades without moving the market.
- **Incentivised by Fees, Not Returns** – Large funds collect substantial management fees regardless of performance; true alignment through performance fees is secondary.
- **Poor Client Alignment** – Communication is limited, clients are reduced to numbers on a sheet, and investment decisions feel detached.
- **Crowded Trades** – When the “big players” all chase the same positions, alpha disappears.

The Problem with Big Funds

Average Hedge Fund Vs S&P 500 annual return

From 2011 to 2020, the average Hedge Fund always underperformed the S&P 500 Index.



The Result

While large funds are weighed down by bureaucracy and legacy structures, Seven Sisters Capital remains agile, disciplined, and focused. We aim to deliver superior performance with full transparency—so our investors know not only where their capital is today, but where it is going tomorrow.

For years, the world's largest hedge funds have promised exceptional results yet consistently underperformed the market. They rely on reputation and scale to reassure investors that their money is “safe”, but in reality, capital often stagnates, growing far more slowly than a simple index fund.

Our Difference: Seven Sisters Capital

At Seven Sisters Capital, we reject the complacency of traditional funds. We believe investors deserve not only returns, but also clarity, conviction, and transparency. That means:

- **Full Transparency** – Real-time communication and insight into how we allocate capital.
- **Aligned Interests** – We invest alongside our partners, ensuring incentives are fully aligned.
- **Active, High-Conviction Strategies** – Unlike large funds that spread thinly across multiple strategies, we concentrate on select opportunities with the highest probability of outsized returns.
- **Adaptive Approach** – We do not hide behind benchmarks. We adapt, innovate, and actively manage risk to protect and grow capital.

The Gap We Solve in the industry.

- **Agility of a Boutique Fund** – Our smaller size enables us to enter and exit niche opportunities that larger funds cannot touch.
- **True Alignment with Investors** – Our returns matter more than our fees; directors co-invest 10% of their income alongside LPs.
- **Client-Centric Approach** – Regular updates, transparency, and genuine two-way communication.
- **Focus on Returns, Not Asset Gathering** – We grow sustainably, prioritising performance over AUM. Our management fee simply covers operations; our true focus is on growing your capital through superior returns—creating lasting alignment and shared success.

Risk Management

Stress Testing

Proprietary models evaluate portfolio resilience against extreme events, including:

- Market shocks and flash crashes
- Macroeconomic dislocations
- Cryptocurrency liquidation spirals
- Multi-asset correlation breakdowns

Liquidity Management

Every investment is carefully assessed to ensure it complies with the Fund's redemption terms (quarterly, with 90 days' notice), balancing opportunity with accessibility.

Continuous Monitoring

Key risk metrics are tracked in real time, including:

- Volatility, beta, and correlation
- Value at Risk (95% confidence, monthly)
- Maximum drawdown scenarios

Active Risk Oversight

Directors engage in daily discussions to review exposures and concentration risks, ensuring the portfolio remains aligned with the Fund's risk tolerance and investment objectives.

Portfolio construction

Position Sizing & Risk Controls

Position sizing is determined using in-house algorithms incorporating:

- Conviction level
- Asset volatility
- Portfolio correlation
- Seasonal and cyclical factors
- Diversification limits

Additional safeguards include:

- **Correlation Constraint** – Overall portfolio correlation must not exceed 0.5.
- **Concentration Risk** – No single position may exceed 25% of NAV.
- **Dual Authorisation** – All trades require approval from both Directors (Kian Fraser and Charles Kerridge).

Our Strategy

Key Strategy Features

- **Portfolio Concentration** – The Fund typically holds 4–10 high-conviction positions at any given time, enabling focused research and active oversight. These positions include global equities, giving us access to markets worldwide.
- **Time Horizon** – Investment durations range from three months to five years per position, depending on the thematic opportunity and prevailing market conditions.
- **Turnover** – Low portfolio turnover ensures capital is deployed only into the most compelling opportunities, reflecting our disciplined, high-conviction approach.
- **Cash Management** – A minimum of 10% of the portfolio is maintained in cash, providing flexibility for tactical deployment or risk hedging.
- **Leverage** – The Fund does not employ leverage; all investments are fully funded on a cash basis, supporting capital preservation and disciplined risk management.

Research Process

Collaborative Oversight

- Third-party analysts work alongside Kian and Charles to evaluate opportunities and filter out unsuitable investments.
- Daily meetings are held to discuss potential opportunities, assess risks, and review the management of existing positions.

Investment Process

Idea Generation → Research & AI Analysis → Investment Committee Review → Position Sizing → Ongoing Monitoring

Our Competitive Edge.

- **Hybrid Approach** – We blend discretionary judgement with systematic risk controls, ensuring decisions are both thoughtful and data-driven.
- **Robust Governance** – Every trade undergoes joint approval, reducing behavioural biases and concentration risks while maintaining the highest standards of accountability.
- **Transparency and Reporting** – Investors receive timely, detailed insights into portfolio performance, strategy updates, and market commentary, ensuring they are always informed.
- **High-Conviction Focus** – We concentrate capital in our strongest ideas, avoiding dilution from marginal opportunities. This enhances potential returns while maintaining discipline.
- **Patient Capital** – We prioritise preservation over pressure, holding cash rather than forcing investments into marginal opportunities, reflecting our culture of patience and discipline.
- **Close Investor Relationships** – As a boutique fund, we know our investors personally and maintain open, direct communication, fostering trust, transparency, and a true sense of partnership.
- **Access to Unique Opportunities** – Our size and agility allow us to participate in trades and strategies that larger funds cannot, providing clients with access to opportunities that would otherwise be unavailable.

Our Position in Zeta Global (ZETA)

Zeta was significantly mispriced relative to its peers in marketing technology, despite:

- **Stronger fundamentals**
- **Deeper AI integration**
- **Direct competition with The Trade Desk, Adobe, and Salesforce**

Why Wall Street Missed It

- **Coverage Gap** – Minimal analyst coverage compared with peers
- **Name Bias** – “Zeta” lacked the brand recognition Wall Street tends to favour
- **Shallow Analysis** – Focus remained on headline numbers and large-cap competitors

Our Edge & Research Process

- **AI Job Risk Analysis** – Identified marketing as one of the first sectors to be disrupted by AI automation
- **Competitor Benchmarking** – Zeta was valued at approximately one-tenth of its direct competitors
- **Leadership Deep Dive** – AI-assisted review of CEO interviews, assessing credibility and execution track record
- **Fundamentals Analysis** – Examination of trends in e-commerce and insider ownership

Alignment of Interests

At Seven Sisters Capital, we believe that true partnership with our investors begins with aligned incentives. Our approach ensures that our interests are fully intertwined with those of our clients, creating a shared commitment to long-term capital growth and preservation.

- **Manager Co-Investment** – Charles, Kian, and the senior team invest their own capital alongside clients, directly participating in the upside — and equally exposed to the downside — of every decision.
- **Performance-Based Structure** – Our fee model is designed to reward genuine performance rather than activity. We succeed only when our investors succeed, reinforcing disciplined, high-conviction investment decisions.
- **Transparency and Accountability** – Investors have direct access to the managers and receive timely, detailed reporting. This ensures complete visibility into portfolio strategy, performance, and risk management, reinforcing trust at every stage.
- **Long-Term Focus** – By prioritising sustainable growth and capital preservation over short-term gains, our incentives are aligned with investors who share a patient, disciplined approach to wealth creation.
- **Shared Commitment to Governance** – Every investment decision is subject to robust oversight and joint approval, ensuring that all actions reflect both our internal standards and the best interests of our investors.

This alignment ensures that every decision, from idea generation through to execution, is guided by a singular goal: achieving superior long-term outcomes for our clients while maintaining the highest standards of integrity and discipline.

Fund Terms & Structure

Fund Vehicle

- BVI-domiciled incubator fund
- Structured to provide institutional-grade governance with a streamlined setup for early-stage managers

Investment Strategy

- Concentrated, high-conviction equity portfolio
- Focus on deep fundamental research and asymmetric return opportunities

Eligibility

- Qualified investors only (professional / sophisticated investors under BVI regulations)
- Minimum investment: US\$25,000

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Fees: 2% management, 20% performance

Redemption: 30 days notice

Lock up: 180 Days

Subscription: Within 30 Days



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