

# How to find new clients and top talent in the private markets

---

A guide for executive search firms





# What are the private markets, and why are they valuable?

In the private markets, companies that are not publicly traded give investors equity in exchange for funding and mentoring. These investors include venture capital firms, which invest in young companies (startups), and private equity firms, which invest in more established companies.

When a company receives funding or takes on debt, it's an indication that the business is growing and has capital to spend on hiring. Companies can also get acquired by private equity firms or other companies, which usually involves management restructuring. Plus, the private markets are rich with talent—from entrepreneurs who build companies from the ground up to executives who successfully navigate acquisitions.

**More and more executive search firms like yours are tapping into the private markets to win more business and source top talent for their clients.** Whether you want to find clients outside your network, better evaluate candidates, build business relationships or track industry trends, tools like PitchBook—the most comprehensive private market database—can help.

Read on to learn how.

In 2020, globally:

29,529

companies received  
venture funding

8,864

companies were involved in  
a private equity transaction  
(including PIPE deals)

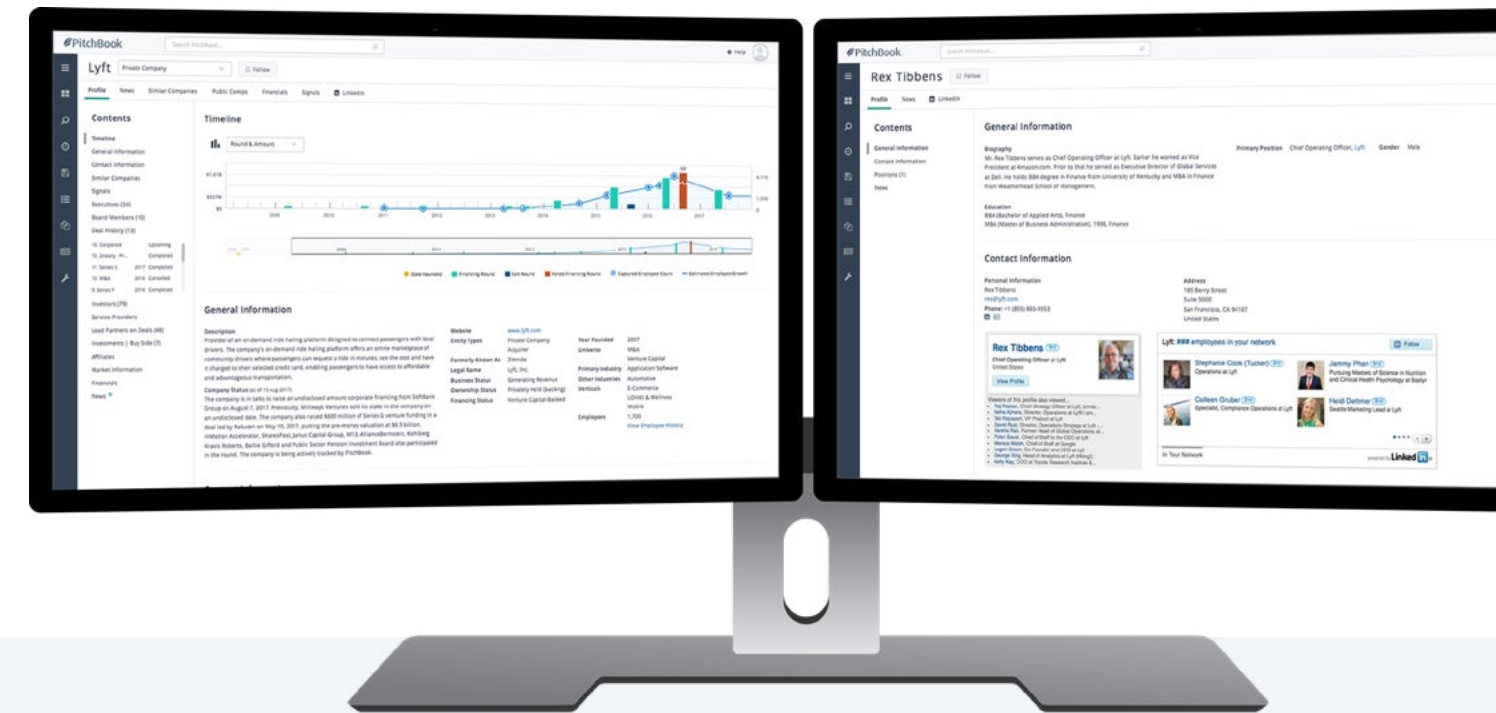
12,148

companies went through a  
merger or acquisition



# Unlock the private markets with PitchBook

PitchBook is a financial data and software company that enables professionals to capitalize on opportunities in the capital markets. We collect and analyze detailed data on the entire venture capital, private equity and M&A landscape—including public and private companies, investors, funds, investments, exits and people.



## How our data can help you



Your network is a great resource for business development, but how do you find new clients outside your circle?

- Use PitchBook to **go beyond your network**, reach the right prospects at the right time and win new business.
- See when companies get funding or take on debt and **need help with hiring**, or follow mergers and acquisitions to **anticipate a restructure**.
- **Search for companies by location, focus area, growth rate and more**—and see which companies have openings with information straight from Indeed.



A resume reveals a professional's basic experience, but how do you know if a candidate truly impacted a company?

- PitchBook not only shows you where a candidate worked, but also **how those companies are performing**.
- This insight is the difference between bringing your client a CEO and a CEO who increased a startup's revenue from \$30 million to \$300 million.
- Access information on professionals that isn't available anywhere else to **bring in promising candidates from the get-go** and fill more positions faster.



Time spent networking is time well spent, but how do you know you're connecting with the right people?

- PitchBook helps you **build relationships that help your bottom line**.
- Find and **connect with venture capital and private equity firms** active in your region or an industry you're targeting.
- These firms invest in and advise many companies—so when you create a relationship with them, they'll **come to you every time one of their portfolio companies needs a new executive**.

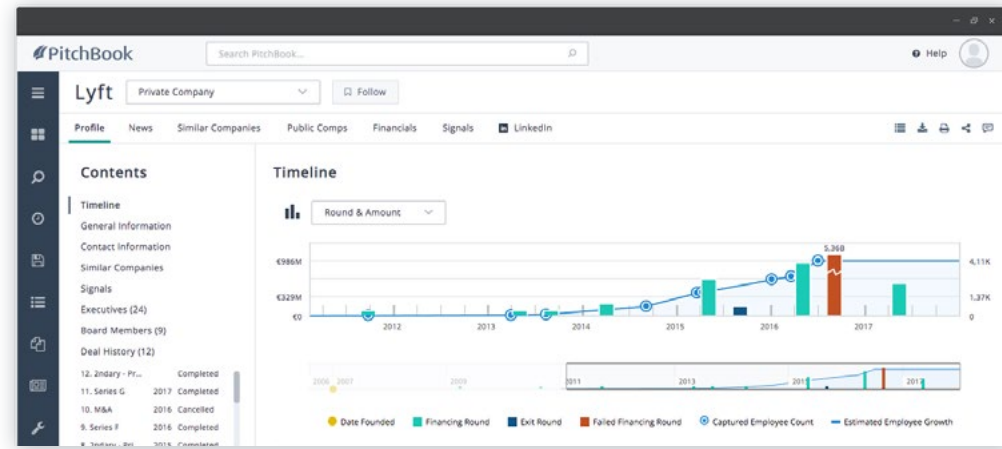


Your clients expect you to understand their industry, but how do you stay on top of trends when you serve companies in so many areas?

- With PitchBook, you can quickly get a feel for the **major companies, investors and executives in a specific industry**.
- Map valuation and financing trends to **see how a particular space is changing**.
- Leverage industry intel to **give your clients expert advice** and build rapport with prospects.



# Our products



## PitchBook Desktop

Our award-winning software gives you access to our data and the analytical tools you need to zero in on the right information, discover opportunities and more.



## PitchBook Mobile

Find the information you need, wherever you are. With our app, you can look up a company, firm or professional, reference your saved searches and access contact information.



## CRM Integration

Bring our information into your CRM to create new leads. Plus, enhance your existing accounts with details on companies, investors, deals and more.



## Chrome Extension

Access our data directly from your browser while you're visiting a website, reading the news or researching online.

# Our data

**2.3M+**

professionals

- Work history
- Education
- Board seats
- Contact information

**3M+**

companies

- Employee count
- Open positions
- Financing history
- Financials (revenue)
- Valuation

**51,870+**

venture capital and private equity firms

- Investments
- Performance
- Team
- Contact information

# Our clients

More than 500 professional service firms trust our data to inform their biggest decisions.



PitchBook Desktop is our starting point for any search we run on general partners, portfolio companies, limited partners and service providers. The easy-to-navigate interface enables us to effectively screen transactions, track capital raising and perform sector analysis.



**Francois Auzerais**  
Korn Ferry

# Learn more

To get more information about PitchBook or request a free trial, go to [pitchbook.com](https://pitchbook.com) or reach out directly.

US + 1 206.623.1986 | UK + 44 020.8037.2308 | [demo@pitchbook.com](mailto:demo@pitchbook.com)

