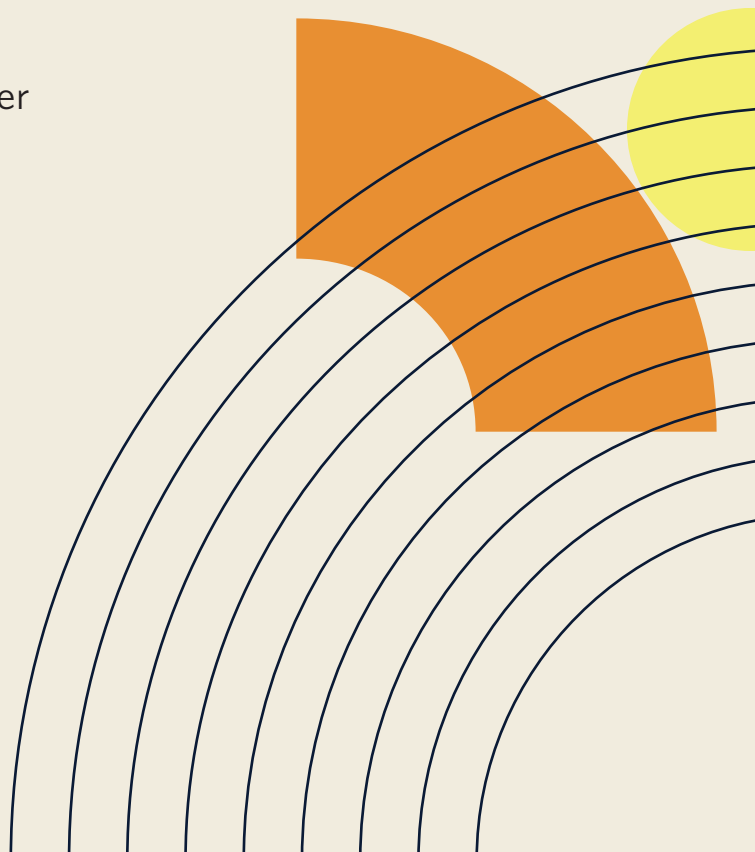




Deal execution guide

Best practices for closing the right deals faster



Overview

The private markets continue to increase in value and opportunity. To compete, you need insight into the flow of capital across the entire venture capital, private equity and M&A landscape—not to mention the public equity market.

The reason is simple: Timely, accurate financial data helps substantiate claims, focus conversations, and drive efficient deal execution. If your insights into the capital markets are better than your competitors', you gain a distinct advantage.

In this guide, we look at how you can use PitchBook to quickly build more accurate comps, streamline your valuation workflow and connect with the right buyers and investors—so you can close the right deals faster.

Contents

Building and analyzing comps

Finding comparable private and public companies

Conducting due diligence

Researching precedent transactions

Researching capital invested by industry, vertical and deal type

Finding the right buyers, investors and advisers

Creating buyers and investors lists

Connecting with buyers and investors

Finding advisers and service providers



Building and analyzing comps

Whether you're comparing companies or similar transactions, having the right data can mean the difference between closing a deal at the right price or missing out altogether.

By combining comprehensive private transaction data—including the world's largest source of deal multiples and valuations—with public fundamentals and consensus estimates, PitchBook enables you to build more accurate comparables with greater transparency and speed.

Here's how.

BUILDING AND ANALYZING COMPS

Finding comparable private and public companies

PitchBook allows you to quickly create a list of comparable private and public companies based on the attributes that are most relevant to you or your client—including industry, location, pre- and post-money valuations, total capital raised, revenue figures and more. This could include identifying all the mobility tech companies in California with Series B funding, for example, or listing all the PE-backed healthcare companies in Europe that have recently been acquired.

1 Conduct a Companies & Deals search

This search option will set up the following advanced search fields for you to select from.

2 Filter by industries, verticals & keywords

Select an industry and/or vertical to focus in on a sector and then add keywords to target specific products, services or themes.

Using “and/or” search logic within PitchBook

After choosing your search terms, it’s important to select “and/or” search logic to broaden or narrow your results.

“OR” search logic mode—

combines all your search terms with “or,” meaning your search will retrieve results that contain at least one of the search terms. This will yield the broadest set of results.

“AND” search logic mode—

combines all your search terms with “and,” meaning your search will retrieve results that contain all the search terms you’ve entered. This will yield the narrowest set of results.

The screenshot shows the PitchBook search interface. At the top, the search bar displays 'CleanTech OR solar' with 3,271 results. Below the search bar, there are filters for Deal Status, Deal Type, Location, and Search HQ Only. The main search criteria are listed as CleanTech (Vertical) and solar (Keyword). The search logic is set to OR. The interface is divided into sections: Company Info, Deal Info, and Industries, Verticals & Keywords. The Companies & Deals Search section is highlighted with a blue box and a callout number 1. The Industries, Verticals & Keywords section is highlighted with a blue box and a callout number 2. The Search HQ Only filter is highlighted with a blue box and a callout number 3. The Search Logic dropdown is highlighted with a blue box and a callout number 4.

1 Conduct a Companies & Deals search

This search option will set up the following advanced search fields for you to select from.

2 Filter by industries, verticals & keywords

Select an industry and/or vertical to focus in on a sector and then add keywords to target specific products, services or themes.

3 Search by location

Check “Search HQ Only” to target the main office and eliminate satellite branches. By selecting “any office location,” you can see the branches of a company that’s headquartered in another region.

4 Refine your list further

You can also filter your search results by backing, business, ownership status and more.

BUILDING AND ANALYZING COMPS

5 Run the search to see an overview of your search results

The overview screen includes quick stats on the number of companies, deals and investors active in the space as well as the largest deal amount, total capital invested and the median post-money valuation during the time period you've selected.

6 Quickly visualize the aggregate results of your search

Scroll down the page to view other helpful overview charts based on your search results, including up-to-date market maps, capital breakdowns, company count by geography, exits by type over time and more.

Comps charting and analytics

Within the "Pivot Table" tool, you can add and remove fields to build a customized view of the aggregated data from your search results.

With the "Charts" function, you can also edit the chart settings to view the data in different ways, such as a bar graph, pie chart, stacked bars or histograms.

You can also use the drop-down menus at the top of the screen to break down that information by a specific data point—or even export your results to Excel with a single click.

Have existing data you need converted to incorporate information from PitchBook? Just ask your customer success manager, and they'll happily do it for you.



BUILDING AND ANALYZING COMPS

7 View specific company details

Select the “Companies” tab to quickly reference details on each individual company.

8 Instantly get the specific data you want

Add columns by selecting the “Edit Columns” tab to view the specific data points that matter most to you, whether that’s last known valuation, primary industry or verticals, last financing date, type and size, or even active investors.

Can't find what you're looking for?

If you're having trouble capturing an accurate space, you can use the live chat feature available in the “Help” drop down to talk to a real person. You can always reach out to your customer success manager directly, too.

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BUILDING AND ANALYZING COMPS

Conducting due diligence

Millions of companies and hundreds of thousands of investors and advisers across the globe have profiles on PitchBook that are thoroughly vetted. Simply click on any entity to get detailed information on its financing history, last known valuation, timelines, affiliates, team members, board seats, exits, investors and more.

Audit financial data faster

With a single click, you can drill down into any public financial metric within PitchBook to see how it's calculated and access a direct link to the source document.

The same functionality is also available through the PitchBook Excel Plugin.

1 Look at the highlights

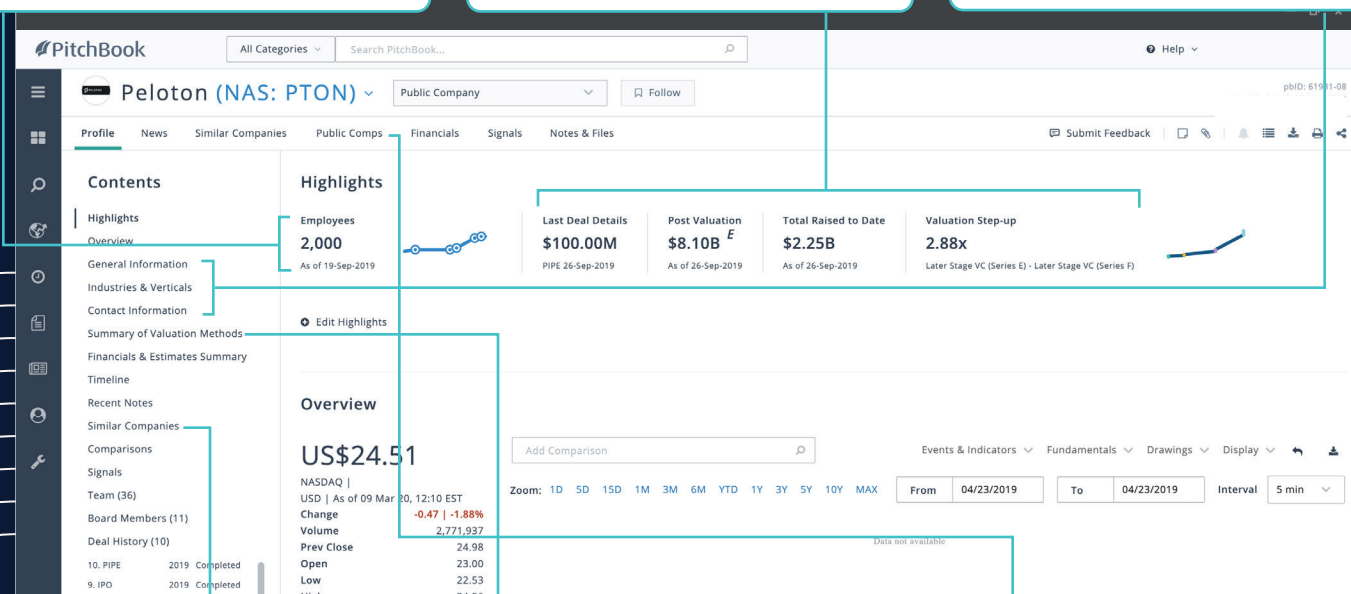
Quickly see employee count, fundraising status, last deal details, post valuation, total raised to date and valuation step-ups. You can also swap out what data points are featured here.

2 See relevant timelines

Know when deals happened at a glance by round and amount or round and valuation.

3 Get the basics

View a detailed description of the company, investor or adviser as well as primary contact info for any key decision makers there.



4 View similar companies

View up to three tiers of any company's main competitors. Note that this is just a sample list—not a comprehensive market map.

5 Access detailed valuation summaries

Instantly see key metrics behind each valuation.

6 Get instant access to relevant public comps

Select the "Public Comps" tab to see a list of similar publicly traded companies, including a summary of key metrics such as median and mean ratios for P/E, P/S, PB and EV/EBITDA.

How solely relying on public market data can result in mispriced deals

Investors often use public market comparables to determine the value of a company in their portfolio. Although private and public companies can share characteristics, they can also differ significantly. These differences affect the underlying value of a public company and create an imperfect comparison for valuing a private company.

To start, public companies are typically much bigger than private companies. They've also had time to sort through growing pains, mature in the market and stabilize. This stability, whether gained through a proven business model, diversified streams of revenue, established consumers or beyond, causes public companies to behave much differently than younger private companies.

Because public companies are more established, they often have lower growth prospects—which influences their fundamentals and the multiples paid for by investors. Companies that go public should also have a greater chance of surviving than younger companies, and therefore trade at higher market enterprise values.

Ultimately, public market data can't provide the apples-to-apples comparison that private market data is capable of. The less similar the comparison between companies, the higher the risk of mispricing a deal.

"For analysts who do not have access to private transaction data, public company data is the only option when it comes to relative valuation.

The peril, though, is that we are extending the pricing lessons we learn from looking at more mature, publicly traded firms to a young, private business."

Aswath Damodaran
Professor of Finance

Stern School of Business, NYU

BUILDING AND ANALYZING COMPS

Researching precedent transactions

In addition to offering granular data on thousands of public comps, PitchBook also provides extensive private market data—including EBITDA, pre- and post-money valuations, multiples and deal sizes. This allows you to quickly identify the precedent transactions most relevant to the deal you're working on.

1 Conduct a Companies & Deals search

This search option will set up the following advanced search fields for you to select from.

2 Select deal criteria

Check the "Completed" box under "Deal Status" to view completed transactions. Also set a "Deal Date" for relevancy. You can add other deal information such as valuation and deal size, too.

3 Choose deal type

Select the deal type that is most comparable to the deal you're executing.

The screenshot shows the PitchBook search interface with the following elements and annotations:

- Step 1:** The "Companies & Deals Search" header and the left sidebar menu.
- Step 2:** The "Deal Criteria" section, including "Deal Status" (Completed), "Deal Date" (From: 01-Jan-2015), and "Deal Option" (Search on a full transaction).
- Step 3:** The "Deal Types" section, showing "M&A/Control Transactions, All Buyout Typ..." selected.
- Step 4:** The "Location" section, showing "United States" selected and "Search HQ Only" checked under "Year Founded".
- Step 5:** The "Industries, Verticals & Keywords" section, showing "Cybersecurity" entered in the search field.

PitchBook Companies & Deals Search 735 Results

Criteria (7)

Deal Types: All Buyout Types x M&A/Control Transactions x Deal Date: From: 01-Jan-2015 x Deal Status: Completed x Deal Option: Search on a full transaction x Location: United States x Search HQ Only x

Verticals: Cybersecurity x

Showing criteria for: All Companies

Key Fields (5)

- Deal Criteria (2)
- Deal Types (1)
- Company Signals
- Debt Types
- Exit / Liquidity
- Industry (1)
- Location (2)
- Investors
- Service Providers
- Company Status
- Financial Data
- Other Criteria
- Public Comps
- Lists

Company Info

Ownership Status

- ☐ Privately Held (backing)
- ☐ Privately Held (no backing)
- ☐ In IPO Registration
- ☐ Publicly Held
- ☐ Acquired/Merged
- ☐ Acquired/Merged (Operating Subsidiary)
- ☐ Out of Business

Backing Status

Select backing status(es)

Location

United States

Search HQ Only ☒ Search Non-HQ Only ☐ Any Office Location ☐

Year Founded

Custom Dates ☒ Trailing Ranges ☐

From: MM-DD-YYYY To: MM-DD-YYYY

Deal Info

Investors

Add by name, stock symbol, pbID, or URL

Deal Types

M&A/Control Transactions, All Buyout Typ...

Deal Size

Min: Max:

☐ Include deals without a deal size ☐ Exclude deals without a deal size

Deal Date

Custom Dates ☒ Trailing Ranges ☐

From: 01-01-2015

Industries, Verticals & Keywords

Cybersecurity

BUILDING AND ANALYZING COMPS

6 View specific deal details

Select the "Deals" tab to quickly reference details on each individual deal.

7 Instantly get the specific data you want

Choose the "Edit Columns" tab to view the data points that matter most to you, whether that's last known valuation, primary industry or verticals, last financing date or active investors.

<

Researching capital invested by industry, vertical and deal type

After completing a Companies & Deals search, PitchBook's "Charts" and "Pivot Table" tools allow you to add and remove fields to build a customized view of the aggregated data from your search results—including how much capital has been invested over time by industry, vertical and deal type. You can also use the PitchBook Excel Plugin to easily pull the data you need into your own models.

1 Conduct a Companies & Deals search

This search option will automatically set up the following advanced search fields for you to select from.

2 Select Deal Criteria

Deal date and deal size are common fields used in conjunction with deal type. Refine your list further by pre- and post-money valuation amounts, total capital raised and deal status.

3 Filter by industries & keywords

Select an industry and/or vertical to focus in on a sector and then add keywords to target specific products, services or themes.

The screenshot shows the PitchBook search interface with the following elements and annotations:

- Step 1: Conduct a Companies & Deals search** - Points to the "Companies & Deals Search" header and the "1,140 Results" count.
- Step 2: Select Deal Criteria** - Points to the "Deal Criteria" section on the left sidebar, which includes filters for Deal Date, Deal Option, Deal Status, and Deal Type.
- Step 3: Filter by industries & keywords** - Points to the "Industries, Verticals & Keywords" section on the right sidebar, which includes filters for Location, Search HQ Only, and Search HQ Only.
- Step 4: Search by location** - Points to the "Location" filter in the "Industries, Verticals & Keywords" section, which is set to "Europe".

The interface also includes a "Key Fields" section on the left sidebar with filters for Deal Criteria, Deal Types, Company Signals, Debt Types, Exit / Liquidity, Industry, Location, Investors, Service Providers, Company Status, Financial Data, Other Criteria, Public Comps, and Lists. The "Deal Info" section on the right includes filters for Investors, Deal Types, Deal Size, and Deal Date.

4 Search by location

Check "Search HQ Only" to target the main office and eliminate satellite branches. By selecting "any office location," you can see the branches of a company that's headquartered in another region.

BUILDING AND ANALYZING COMPS

5 Visualize the data

Select the “Charts” or “Pivot Table” tools to build a customized view of the aggregated data from your search results. To see an overview of the total capital invested in a space, you’d want to choose “Capital Invested” from the drop-down menu.

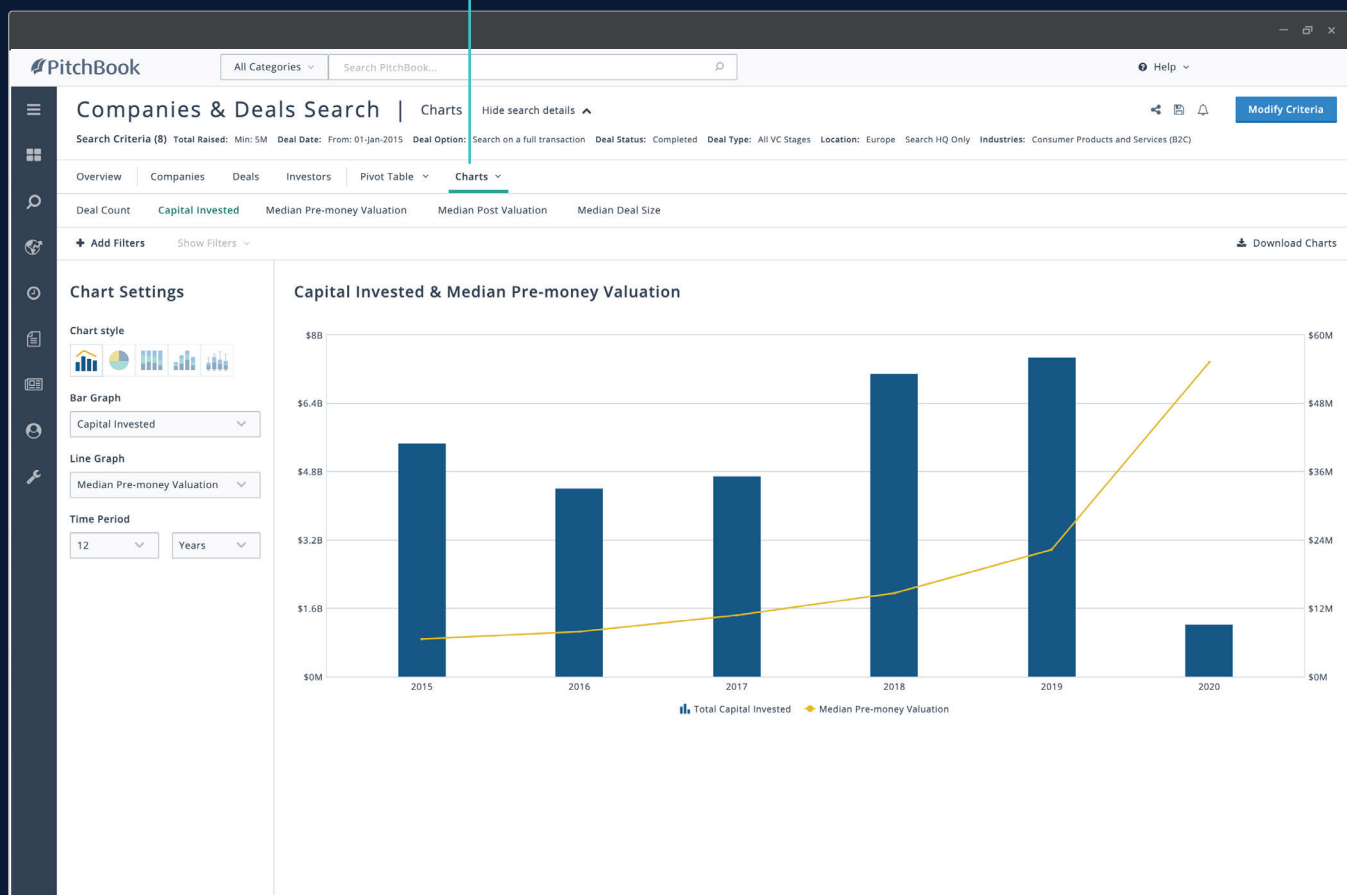
Calculating deal multiples

From the “Deals” column of your search results, click “Edit Column” and locate the “Financials & Multiples” section near the middle-right side of the page. This will bring up specific deal multiples for each deal in your search results.

Check any of the empty fields that you want to add. Then simply click and drag each column to rearrange the data.

Then, instead of viewing the individual multiple for each deal, you can use the “Pivot Table” tab to combine all the deals in your search results into one table and view the data as a whole. Simply click on the blue “+” to add the data points you want to review within the table or chart you’ve created.

Within the “Financials” tab you can also quickly reference forward-looking information based on consensus estimates as you build your comps multiples.



BUILDING AND ANALYZING COMPS

How Manhattan Venture Partners uses PitchBook to find and execute deals

As the maturation period for private companies has lengthened, the secondary market has grown to provide an alternative source of liquidity for individuals and investors. That's where Manhattan Venture Partners, a boutique New York-based merchant bank, comes in.

"We provide liquidity to early investors, entrepreneurs, executives and former or current employees via secondary direct purchases," explains Brad Fishman, Managing Partner.

From finding sellers to raising capital to executing transactions, MVP turns to PitchBook for accurate, comprehensive private market intelligence.



Brad Fishman

Managing Partner,
Manhattan Venture
Partners

"PitchBook helps us arrive at a value that makes the seller feel comfortable, confident and excited about the trade."

—Brad Fishman, Managing Partner, Manhattan Venture Partners

Efficiently executing transactions

Access to better data helps Brad accurately price deals, enabling him to build models (and forecast exit potential) based on original issue price, returns and other key metrics. This not only maximizes value but also reduces friction between buyer and seller, ultimately moving deals across the finish line faster.

"PitchBook helps us arrive at a value that makes the seller feel comfortable, confident and excited about the trade. And at the same time, it provides us with access to a business at a fair market discount given the security on offer," explains Brad.



Finding the right buyers, investors and advisers

PitchBook tracks more than 3 million private companies and over 300,000+ investors. Having up-to-date and accurate data on their previous investments, dry powder, fund performance and investment preferences can help you find the most promising ones to work with faster. PitchBook also tracks over 55,000+ advisers, so you can always find the help you need to execute any transaction.

Here's how.



FINDING THE RIGHT BUYERS, INVESTORS AND ADVISERS

Creating buyers and investors lists

PitchBook allows you to search for strategic acquirers and financial sponsors based on their previous investments, available dry powder, fund performance and investment preferences. For example, you could easily identify the most active VC firms involved in early-stage deals for SaaS companies based in the United Kingdom since 2017.

1 Conduct an Investors & Buyers search

This search option will automatically set up the following advanced search fields for you to select from.

2 Select investor type

Check "Search For Primary Investor Type Only" if you want to see investors' main areas of focus.

3 Choose deal criteria

Check "Completed" under deal status to only view completed transactions. Enter "Deal Date" to set a range for when those deals were completed.

The screenshot displays the PitchBook 'Investors & Buyers Search' interface with 1,821 results. The search criteria are as follows:

- Company Universe:** Private Equity
- Industries:** Business Products and Services (B2B), Materials and Resources
- Deal Location:** United States
- Search HQ Only:** Checked
- Investor Type:** Private Equity
- Search For Primary Investor Type only:** Checked
- Deal Status:** Completed
- Deal Date:** From: 01-Jan-2017

The left sidebar shows the following sections:

- Key Fields (5)
- Investor Types (2)
- Investor Location
- General Information
- Stated Preferences
- Strategic Acquirers
- Financial Investors
- Fund Criteria
- Fundraising & IRR
- Deal Criteria (3)
- Deal Types
- Deal Exit Types
- Deal Location (2)
- Deal Industries (4)

The main search area is divided into three columns:

- Investor Criteria:**
 - Investor Names: Add by name, stock symbol, pblID, or URL
 - Investor Types: Private Equity (selected), Only search primary type (checked)
 - Investor Locations: Select location(s)
 - Search HQ Only (radio button), Search Non-HQ Only (radio button), Any Office Location (radio button)
 - Investor Listing Country/Exchange: Select Investor Listing Country/Exchange(s)
 - Assets Under Management
- Fund Criteria:**
 - Fund Names: Add by name or pblID
 - Fund Status: Closed, Evergreen, Open (Without first close, With first close), Upcoming
 - Fund Size: Min, Max
 - Fund Date: Custom Dates, Trailing Ranges
- Deal Criteria:**
 - Deal Types: Select deal type(s)
 - Deal Size: Min, Max, Include deals without a deal size, Exclude deals without a deal size
 - Deal Date: Custom Dates (selected), Trailing Ranges, From: 01-01-2017, To: MM-DD-YYYY
 - Deal Location: United States

4 Pick deal location

This refers to the location of the company that was involved in the deal, not the location of the investor.

5 Filter by industries and verticals

Companies are often tagged to multiple industries. Checking "Select Primary Industry Only" means you'll only see companies whose primary industry tag is the one you've chosen.

6 Run the search

To see which investors have made the most investments toward companies that match your search criteria, click the arrow at the top of the "Investments" column in your search results.

FINDING THE RIGHT BUYERS, INVESTORS AND ADVISERS

Connecting with target buyers and investors

Once you've narrowed down a list of promising buyers or investors, PitchBook makes it simple to identify the best person to contact at each organization so you can reach out immediately. After you've identified key decision makers, you can use the information you've gathered from creating your target list and building comps within PitchBook to negotiate with more confidence.

1 Get key individuals' contact info

Click on each company or investor's name to go to their profile page. Within the "Team" section, you'll find phone numbers and email addresses for key contacts.

2 Export your target list to Excel

PitchBook also gives you the option to export contact information as an Excel CSV file. Contact your customer success manager to find out how.

The emergence of pre-seed funding

The term "seed" has been used for decades to describe the earliest stages of VC investment, but the definition has necessarily changed as the industry has matured. The seed stage has historically been defined by relatively small deal sizes often comprising convertible debt. Over the last decade, however, activity in the stage has grown fast and attracted new investors with larger pools of capital. Because of this increase in early-stage investment activity, seed deals today look more like Series A deals four years ago; Series A deals look like Series B deals six years ago, and so on.

This most recent evolution has led to a bifurcation in the seed market, spawning new terms including "pre-seed," "post-seed" and even "dirt stage" to describe the most nascent scenarios for which broader seed funding is utilized.

Genstar Capital

Current Team (56)

Name	Title	Deals	Funds	Boards	Office	Contact
Ryan Clark	President & Managing Director	123	6	4	San Francisco, CA	
Melissa Dixonson	Chief Financial Officer & Managing Director, Oper...				San Francisco, CA	
Jean-Pierre Corbe	Chairman & Managing Director	26	6	1	San Francisco, CA	
David Golde	Managing Director	13	4		San Francisco, CA	
El Weiss	Managing Director	79	5	4	San Francisco, CA	
Robert Rutledge	Managing Director	34	5	1	San Francisco, CA	
Robert Waldman	Managing Director	11	3		San Francisco, CA	
Katie Solomon	Managing Director, Talent Management				San Francisco, CA	
Robert Clark	Principal		1		San Francisco, CA	
Sid Ramakrishnan	Principal	2	1		San Francisco, CA	

Board Seats held by Genstar Capital (92)

Name	Role	Company	Industry	Location	Since	Contact
El Weiss	Board Member	Professional Datasolutions	Automation/Workflow Software	Alpharetta, GA	Sep 2017	
Anthony Salewski	Board Member	Matrix Data	IT Consulting and Outsourcing	London, United Kingdom	Jul 2016	
Geoffrey Miller	Board Member	Matrix Data	IT Consulting and Outsourcing	London, United Kingdom	Jul 2016	
Ray Hugland	Board Member	Infinite Electronics	Holding Companies	Lewisville, TX	May 2016	
Anthony Salewski	Board Member	Ascensus	Specialized Finance	Dresher, PA	Dec 2015	
Benjamin Brigman	Board Member	Ascensus	Specialized Finance	Dresher, PA	Dec 2015	
El Weiss	Board Member	Ministry Brands	Application Software	Lenoir City, TN	Nov 2015	
Ben Marshall	Board Member	Connectivity	Media and Information Services...	Whippany, NJ	Oct 2015	
El Weiss	Board Member	Connectivity	Media and Information Services...	Whippany, NJ	Oct 2015	
Roman Margolin	Board Member	Connectivity	Media and Information Services...	Whippany, NJ	Oct 2015	

Board Members & Observers (7)

Name	Title	Representing	Role	Since	Contact
Hal Strong	Strategic Advisor, SAB Financial Services	Connectivity	Strategic Advisor, SAB Financial Services	Nov 2009	
Harry Troselle	Chief Executive Officer	Connectivity	Strategic Advisor, SAB Healthcare, Softwar...	Jun 2014	
Jean-Pierre Corbe	Chairman & Managing Director	Genstar Capital	Chairman & Managing Director	Jan 1995	
Jeffrey Greene	Strategic Advisor, SAB Industrial Technology	Genstar Capital	Strategic Advisor, SAB Industrial Technology	Nov 2015	
Paul Clark	Operating Partner	Genstar Capital	Operating Partner	Aug 2007	

Lead Partners on Deals (444)

Name	All Deals	Deals	Industry	Location	Contact
El Weiss	79	Longview Solutions #4. Buyout/LBO (Sec...	Financial Software	Markham, Canada	
El Weiss	79	RS Energy Group #5. Buyout/LBO (Seco...	Media and Information Services (B2B)	Calgary, Canada	
Anthony Salewski	85	First Ohio Planning #1. Buyout/LBO (Ad...	Asset Management	Columbus, OH	

FINDING THE RIGHT BUYERS, INVESTORS AND ADVISERS

Finding advisers and service providers

PitchBook lets you quickly sort through more than 55,000 advisers and service providers active in VC, PE and M&A—including the deals they've done, the clients they serve and the people on their team—so you can connect with the ones with the right experience for your needs. This could include identifying the most active US investment banks that have serviced the most M&A deals in the last five years, for example, or finding the European law firms that have serviced the most late-stage VC deals in the same time frame.

1 Conduct a Service Providers search

This search option will set up the following advanced search fields for you to select from.

2 Select what type of provider you're looking for

Check the "Search Primary Type Only" box to filter for service providers where their primary function is the type you selected.

3 Search by service provided, deal type and industry

Refine your search results by type of provider, the sort of deals they've done as well as what industries they serve.

The screenshot shows the PitchBook 'Service Providers Search' interface with 215 results. The search criteria are as follows:

- Service Provider Type:** Investment Bank
- Search Primary Type only:** Checked
- Deal Types:** All Buyout Types, M&A/Control Transactions
- Deal Date:** From: 01-Jan-2017
- Company Location:** Europe
- Search HQ Only:** Checked
- Industries:** Information Technology
- Service Types:** Include Service Providers hired for deal work (buy side)

The interface is divided into four main sections:

- Service Provider Information:** Includes fields for Service Provider Names (Add by name, stock symbol, pbiD, or URL), Service Provider Types (Investment Bank), and Service Provider Locations (Select service provider location(s)).
- Deal Information:** Includes fields for Number of Deals (Min, Max), Deal Date (Custom Dates, Trailing Ranges, From: 01-01-2017, To: MM-DD-YYYY), Deal Size (Min, Max), and Deal Types (M&A/Control Transactions, All Buyout Typ...).
- Company Information:** Includes fields for Industries, Verticals & Keywords (Information Technology), Company Locations (Europe), and Company Universes (Pre-venture, Venture Capital, Private Equity, M&A, Debt Financed, Publicly Listed, Other Private Companies).
- Search by Service Provided:** Includes checkboxes for Hired for general services, Hired for fundraising, and Hired for deal work (buy side) (checked).
- Client Information:** Includes fields for Client Names (Add by name, stock symbol, pbiD, or URL), Client Types (Select client type(s)), and Client Locations (Select client location(s)).

A 'Search' button is located in the top right corner of the interface.

4 Run the search

The results will show a list of advisers or service providers that match the criteria you've set.

FIND THE RIGHT BUYERS, INVESTORS AND ADVISERS

How StradVision uses PitchBook to find international investors

Founded in 2014, StradVision is a South Korea-based software company that enables autonomous vehicles to recognize objects, understand what they are and know how to interact with them. In December 2019, it completed its Series B funding round for \$27 million, putting its post-money valuation at \$147 million. With more than 100 employees and a fresh round of growth financing, the company is now aggressively expanding its footprint in Europe, North America and Asia.

To help it secure the capital it needs to continue scaling, StradVision leverages PitchBook's comprehensive capital market data to identify and connect with the most relevant investors in its target regions.

"PitchBook is a wonderful platform to acquire critical financial and investment intelligence that helps drive aggressive global growth."

—Hyung-Tae Kim, CPA, VP Finance, StradVision

Finding international investors

According to Hyung-Tae Kim, CPA and Vice President of Finance at StradVision, "It can be challenging for Asian companies to raise funds abroad, especially in the West. The network [in Asia] is limited, and the intelligence required to not only connect with global investors, but also pitch them, can be surprisingly difficult."

By using PitchBook's granular data on more than 289,000 investors around the world, StradVision has been able to quickly find and connect with the ones whose interests align with their own. Namely, those who have previously invested in other high-growth software companies that focus on artificial intelligence and machine learning.

Using the platform's Advanced Search feature, StradVision was able to target the right investors in North America quickly with insight into their past investments, dry powder and more.



Hyung-Tae Kim

CPA, VP Finance,
StradVision



Who we are

In 2007, PitchBook Founder and CEO John Gabbert knew that his idea for an actionable, extensive database for private equity-focused intelligence was worth pursuing. He and seven others set up shop in a 200-square-foot, windowless office, and the rest is PitchBook history.

Since those early days, PitchBook has expanded its coverage areas to include the entirety of the public and private markets. We've added thousands of datasets and millions of individual insights to the platform, and we've pioneered new features and products that surface the information our clients need to win. We look at every day as a new opportunity to meet and exceed our customers' expectations through helping them make informed decisions that propel their firms forward.

Now part of Morningstar, PitchBook is headquartered in Seattle, London and Hong Kong with additional offices in New York and San Francisco.



John Gabbert
Founder & CEO, PitchBook