



# OUR DATA, YOUR WAY

## PITCHBOOK'S API AND DATAFEED

At PitchBook, we're creating a better way to do VC, PE and M&A. For some clients, a better way comes down to just needing the raw data. With PitchBook's API or Datafeed, you can bring our rich data into your existing databases and systems—directly.



# OUR STORY

PitchBook was founded on an old-fashioned idea: a customer with a need, and a guy who just couldn't take no for an answer.

When John Gabbert, our Founder and CEO, was unable to convince his employers to invest in a deal database for private equity professionals, he decided to build it himself and he'd build it better.

That was in 2007. Soon after the launch of the PitchBook Platform, we expanded our coverage from only private equity deals to funds, fund returns and limited partner commitments; then we turned our sights on the venture capital space, as well as strategic and public M&A; then we expanded globally.

Today, we're still just as focused on creating a better way to do venture capital, private equity and M&A. Through our rich data, award-winning technology and dedicated service, over 6,000 professionals around the world are making better investment and business decisions thanks to PitchBook data.



# WHO AND WHAT YOU CAN TRACK

WITH DIRECT ACCESS TO PITCHBOOK DATA

## COMPANIES

Covering:	Featuring data on:
Pre-venture	Executive team and board members
VC-backed	Financials
PE-backed	Growth signals
Mature private companies	Investors
Public companies (with company fundamentals)	Financing history

## DEALS & DEAL METRICS

Covering:	Featuring data on:
Angel & venture rounds	Deal terms
PE and secondary transactions	Valuations & multiples
Corporate and M&A	Cap tables
IPOs & PIPES	Participants
	Deal history
	Lead partners & teams

## INVESTORS

Covering:	Featuring data on:
Angel	Lead partners
Venture Capital	Deal details
Corporate VC	AUM
PE / Buyout	Fund performance
Growth / Expansion	Dry powder
Mezzanine	Limited partners
Infrastructure	Co-investors
Distressed	Transaction history
Corporate	

## FUNDS & FUND PERFORMANCE

Covering:	Featuring data on:
Buyout, growth and venture capital funds	IRRs
Mezzanine funds	DPI, RVPI, TVPI
Infrastructure funds	PME
Debt funds	Custom benchmarks
Real estate funds	Dry powder
Fund of funds	LP commitments
Energy funds	Cash flows

## LIMITED PARTNERS

Covering:	Featuring data on:
Pensions	Mandates
Foundations	Allocations
Family offices	Commitments
Endowments	Returns
+20 other LP types	Investment officers

## ADVISORS & SERVICE PROVIDERS

Covering:	Featuring data on:
Investment banks	League tables
Law firms	Industry expertise
Accounting firms	Regional focus
Lenders	Lead partners & teams
Management consultants	Clients & network
LP Consultants	
Placement Agents	
Insurance firms	

## PEOPLE

Covering:	Featuring data on:
C-Level Executives	Contact information
Founders	Bio & education
Managing Directors	LinkedIn profile information
Partners	Board seats
Investment Professionals	Past experience

# DATA—DIRECTLY

Working at today's speed of business requires faster and more efficient solutions. PitchBook's API and Datafeed provide new, more flexible ways to access our powerful VC, PE and M&A data and bring it into your existing workflow.

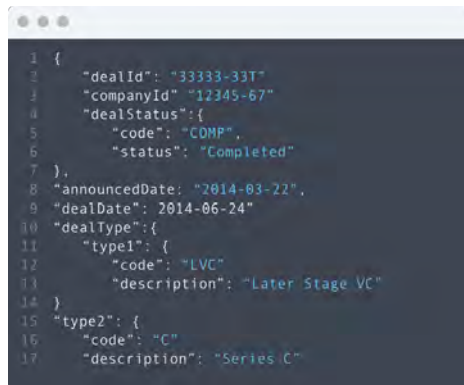
## WORK FASTER

Tired of chasing down contact information? Frustrated by incomplete data? PitchBook's API and Datafeed maximize the efficiency for your own internal deal workflow and CRM systems, and fill in the gaps within your proprietary data.

## INTEGRATE AUTOMATICALLY

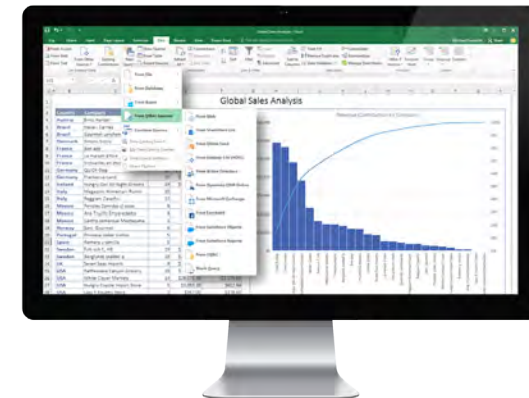
Gone are the days of downloading, cleaning and importing your data from external resources. PitchBook's API and Datafeed automate these processes, so you can focus on doing the important stuff.

# FIND THE OPTION THAT'S RIGHT FOR YOU



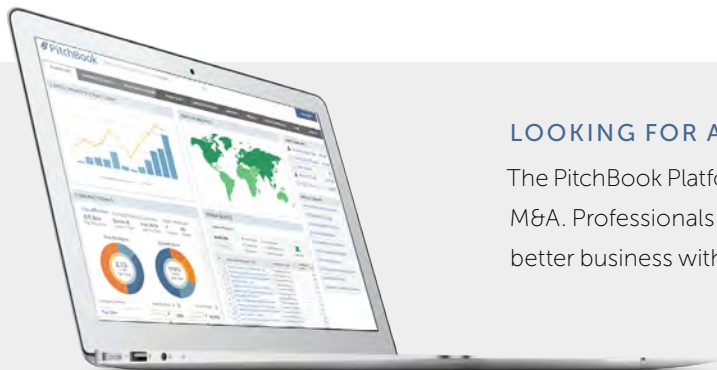
## API

For those who require a more flexible, á la carte solution, the PitchBook API enables you to call on specific data points as you need them.



## DATAFEED

PitchBook's Datafeed provides a direct supply of data, tailored to whatever is most relevant to you.



## LOOKING FOR A PRE-BUILT, DEVELOPER-FREE SOLUTION?

The PitchBook Platform is our flagship, award winning workstation used by over 1,400 of the world's biggest names in VC, PE and M&A. Professionals at investment firms and financial institutions use the PitchBook Platform and the PitchBook Mobile to do better business within the global private capital markets and beyond.

# FREQUENTLY ASKED QUESTIONS

## What is an API?

An API (Application Programming Interface) is a way to access code or data that someone else has written or stored in a standardized way.

With PitchBook's API, you can bypass the PitchBook Platform and integrate our raw data with your own systems.

With API, you're in complete control to access the exact information you need, any time you want. Once you get the data, you can store and process it within your own internal systems and software.

## What is a Datafeed?

Datafeed is perfect solution for firms that need a specific set of data, consistently (for example: all limited partners within a certain region).

This information is delivered by way of a custom file. You can download this file, and import it directly into your systems and applications. We'll update the information on a regular basis—generally daily, weekly or monthly—according to the terms of your contract.

## How much do these solutions cost?

Datafeed is priced on a one-time annual subscription based on the scope of information, as well as how often you want this information updated.

PitchBook's API is priced using a pre-paid credit model. As you call on data from PitchBook's API, your credits are spent according to the attributed value of the information as well as the number of calls you make.

## I already subscribe to the PitchBook Platform. How does Direct Access work with my existing subscription? Do I still need my PitchBook license?

Both API and Datafeed are available on a stand-alone basis and don't require a PitchBook Platform subscription to use them.

That said, we do recommend that certain clients continue their Platform license. This enables you to access the PitchBook Mobile app, as well as the great search, alert and data viz tools that are included with the PitchBook Platform.

## How are these features installed?

Both PitchBook Datafeed and API require a developer to integrate data into your systems in the most cost-effective, efficient and useful ways possible.

While we can't provide these services to you, we can recommend a few contracted developers that have experience using PitchBook's data and building workflow tools and systems for firms like yours.

We also have a dedicated support team to help with technical issues related to API and Datafeed.

## SOUNDS GOOD, WHERE DO I SIGN UP?

The best way to get started is to contact us directly. By working with our Sales and Product teams, we'll identify the most efficient and cost-effective solution for your firm.

## CONTACT US TODAY

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