

What PitchBook is solving

Research firm for Private Equity and Venture Capital professionals.

Provide tools for industry professionals to find, share, use information to make better decisions.

So basically PitchBook is doing the research and providing a platform to access their database of information about deals and companies.

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Pain, Dream, Fix — aka the audience's pains, the audience's dream, and then how a product will bridge that gap

**Pains:**

- collecting accurate data on companies
- keeping track of all the deal flow of a company
- company data is changing all the time - hard to keep track of company's updates/news

Stop wasting time with researching and start making decisions.

Your job isn't too research. You're about making decisions based on accurate data (that you have to get but is too cumbersome). Wasting time researching when you should be making decisions. Losing out on the deals because by the time you've researched companies you're too late.

Your job isn't to collect information. You're about making decisions on data that's already there.

**What it would be like without the pains: (the dream)**

- focus on making decisions on what deals to invest in
- keep track of portfolio companies using
- have all the data about companies and deals at my fingertips to make decisions
- don't have to do my own research or spend time doing it

Imagine if the time you spent researching was spent making decisions because you have access to accurate anytime you want. Also, be able to focus on what deals to invest in and keep track of portfolio companies that are aging. How about being able to create business development and marketing lists that give you an advantage.

## Fix: How this product will take the pains and turn them into dreams

- PitchBook Platform offers

- accurate data on investment deals and companies
- the ability to track companies in your portfolio
- make better decisions on which deals to invest it
- competitive analysis
- ability to find aging portfolio companies

Enter the The PitchBook Platform to give you the accurate data whenever you need it to make better investing decisions. No more wasting time researching because our platform offers comprehensive private equity and venture capital data along with tools that help you find aging portfolio companies.

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social proof - quote / testimonial

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As a \_\_\_\_, I need to \_\_\_\_, so that I can \_\_\_\_.

As a private equity and venture capital professional, I need to have accurate data about my companies and others, so that I can make decisions on investment deals and strategy.