



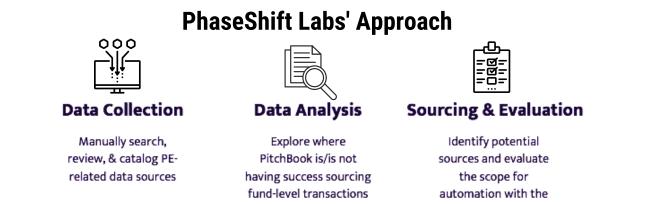
SOURCING INFORMATION ON ALTERNATIVE INVESTMENT-FUND TRANSACTIONS

What is Private Equity?

Private equity is an alternative form of private financing, occurring away from public markets in which funds and investors directly invest in companies or engage in buyouts. Private Equity can take on various forms, from complex leveraged buyouts to venture capital. Private Equity investments are typically available only to high-net-worth individuals. Private Equity firms are typically ranked by their assets under management and success in returning gains to investors

Project Background

PitchBook a Seattle-based company that delivers data, research and technology covering the private capital markets, including venture capital, private equity and M&A transactions. PitchBook tasked Phase Shift Labs with identifying additional sources of private-market info to supplement their robust information-architecture. Specifically, PitchBook requested publicly available, granular information pertaining to the investments made by an individual fund of an investor, known as <u>deal-to-fund tagging.</u>



PitchBook team



| Management Buyout | Successfully Tagged | 80.67% 1 | | | | | | | | | | | | | | 19.33% | 19.33% | | | | | |
|--|--|----------------------------------|---|---------------------------------|-------------------------------------|---------------|-----------------|----------------|-----------------|---------------|----------------------|--------------------|---------------|---------------|------------------|----------------|------------------|---------------|----------------|-------------------|------------|------|
| | No Deal to Fund Info | o 87.78% | | | | | | | | | | | | | | | 12.22% | | | | | |
| Corporate Divestiture | Successfully Tagged | 83,54% | | | | | | | | | | | | | | 16.4 | 16.46% | | | | | |
| | No Deal to Fund Info | fo 88.32% | | | | | | | | | | | | | | | 11.68% | | | | | |
| Recapitalization | Successfully Tagged | 95.58% | | | | | | | | | | | | | | | 4.42% | | | | | |
| | No Deal to Fund Info | 91.18% | | | | | | | | | | | | | | 8.82% | | | | | | |
| Management Buy-In | Successfully Tagged | ŝ | | | | | | | | 93.88 | 96 | | | | | | | | | 6.12% | | |
| | No Deal to Fund Info | | 82.61% | | | | | | | | | | | | 17.39 | 17.39% | | | | | | |
| Acquisition Financing | Successfully Tagged | | 85.19% | | | | | | | | | | | | | 14. | 14.81% | | | | | |
| | No Deal to Fund Info | | | | | | | | | | 100.00% | | | | | | | | | | | |
| Debt Conversion | Successfully Tagged | | | | | | 62.50% | 6 | | | | | | | | | 37.50 | 96 | | | | _ |
| | No Deal to Fund Info | | | | | | | | | | 100.00% | | | | | | | | | | | |
| Distressed Acquisition | Successfully Tagged | | | | | | | | | | 100.00% | | | | | | | | | | | |
| | No Deal to Fund Info | | | | | | 60.00% | | | | | | | | | | 40.00% | | | | | |
| | 90.18% | | | | | | | | | | | | | | 9.82% | | | | | | | |
| | | 0% 59 | b 10% | 15% | 20% | 25% | 30% | 35% | 40% | 45% | 50% % of Total Co | 55% unt of Data | 60% | 65% | 70% | 75% | 80% | 85% | 90% | 95% | 100% | 10 |
| of Total Count of Data for each In / G nd International?. The Deal Type 2 fil | out of Successfully Tagge ter excludes Null and Car | d broken dowr veout. The Inte | by Deal Type 2. C mational? filter k | olor shows det eeps Domestic | ails about Inter and Internation | mational?. Th | e marks are lab | eled by % of T | otal Count of C | ount Divergir | g. Details are | shown for In/ | Out of Succes | stully Tagged | J. The data is f | illered on Pri | imary Industry ! | Sector, which | excludes Null. | The view is fille | ed on Deal | Туре |

With over 60 thousand funds, 300 thousand investors, and 1.5 million investments recorded on the platform, PhaseShift Labs needed a strategy to focus their search. It became clear to us that there is a lack of deal-to-fund information for International PE transactions.



Project Website: https://phaseshiftlabsuw.github.io/