



PRIVATE EQUITY

Your best deals are buried in someone's inbox

Key relationships and deal data are often buried in Outlook or scattered across PDFs and spreadsheets—making it harder to act early and stay aligned.

Affinity helps private equity firms uncover proprietary opportunities, move faster on the right deals, and stay aligned across the deal lifecycle. The platform captures all interactions automatically, maps relationships to executives and intermediaries, and surfaces warm paths to decision-makers.

With Affinity, firms can:

- ✓ Act earlier on the right deals
- ✓ Streamline pipeline reviews and meeting prep
- ✓ Drive firmwide adoption with intuitive, PE-specific workflows
- ✓ Strengthen diligence and value creation
- ✓ Avoid paying fees for connections they could've made directly

“Affinity saves us a couple of hours a week in the preparation and execution of our pipeline meeting, and with how expensive good people are in our industry, a couple hours a week is worth a lot of money.”

Bryan Kim

Partner, Invus Opportunities



See how Invus Opportunities uses Affinity to evaluate and win more deals, faster. [Read more here](#)

Real results from top firms

40%

increase in opportunity tracking coverage

400%

increase in qualified deal flow

100%

of historical activities captured

 BainCapital

BlackRock

 **EGIS**
CAPITAL PARTNERS

Five V / Capital

generation—

INVUS 

MOTIVE PARTNERS

 **PERMIRA**