



AFFINITY SOURCING

Discover emerging companies beyond your network

Alerts Feed 10 new

All Employee growth Web traffic growth

TaggTrix raised a round

Raised \$2,000,000 Series A round on November 30, 2024

JANUARY 11, 2025 ⓘ

Add to CRM list

View profile

Shred Tech has executive movement
Appointed **Mary Jane** as **CTO** in December 2024

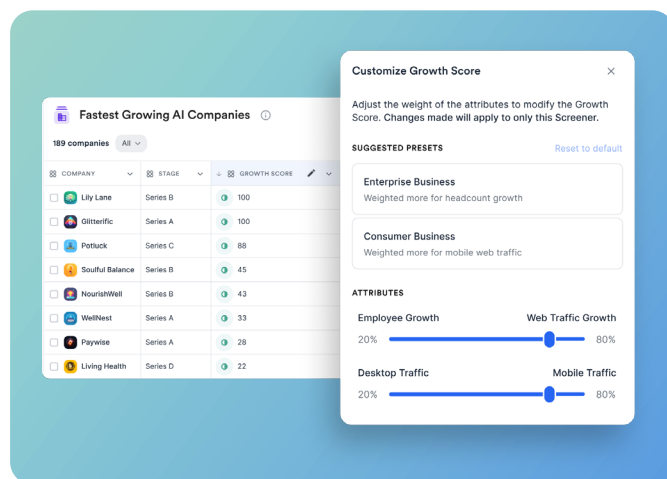
Generating the best returns for your investors starts with finding high-potential, relevant opportunities and engaging founders at precisely the right moment. Traditional approaches using expensive, disconnected tools create inefficiencies that lead to missed deals and costly resource allocation.

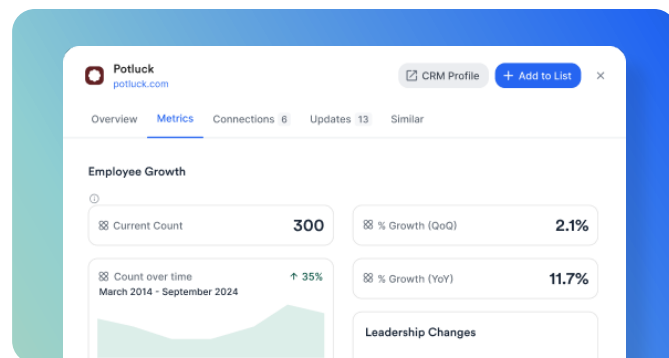
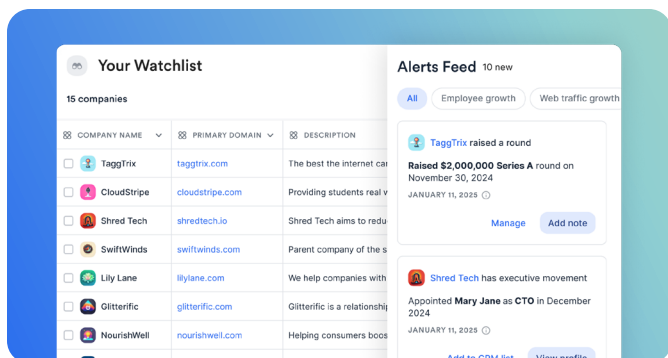
Affinity Sourcing empowers investors with comprehensive discovery capabilities, intelligent prioritization tools, and automated monitoring systems that are necessary to successfully outpace competitors and connect with your next big opportunity. Use Affinity Sourcing to:

- ✓ Discover and quickly gain insight into new companies that meet your investment criteria
- ✓ Prioritize opportunities using customizable growth scoring and relationship intelligence
- ✓ Monitor key growth indicators to perfect outreach timing
- ✓ Seamlessly integrate sourcing with your CRM for unified investment workflows

Discover better deals, faster

Affinity Sourcing helps firms quickly surface high-potential opportunities from a curated, growing universe of 400,000+ investment-relevant companies. Advanced filters, smart tags, and search capabilities make it easy to pinpoint companies that align with your unique thesis. Identify your best fits with flexible growth metrics and tailored scoring methods that match your own investing priorities. Use your existing network data to discover the best intro paths to top prospects and open doors that others can't.





Monitor and engage with the best opportunities

Gain a first-mover advantage through signal-driven sourcing workflows that track growth indicators like team expansion, web traffic surges, and recent funding. Targeted watchlists and automated alerts keep you aware of companies hitting key milestones, so your outreach is better timed and more likely to drive engagement.

Maximize the ROI of your sourcing investment

Get more out of your sourcing budget by consolidating tools without sacrificing performance. Affinity combines sourcing, relationship intelligence, and your CRM into a single, cost-effective platform—reducing tech stack complexity and overhead. Purpose-built for private capital, Affinity Sourcing delivers the capabilities your team needs to seamlessly advance top opportunities—without the premium price tag.

“Affinity Sourcing powers our team’s top-down deal flow by helping us discover and triage investment opportunities up to 5x faster. Their commitment to quality data and precision gives us full visibility into the startup universe—because finding just one more great deal is what separates top quartile funds from the rest.”

Eric Emmons

Managing Partner, MassMutual Ventures



Your source of truth across sourcing and deal flow

Scan the QR code for the latest updates on Affinity Sourcing. Learn more at affinity.co or request a demo to see how we can help your firm achieve its goals.

