



Convergence Early Detection Alerts: New Funds

Pre-formation fund intelligence for earlier business development

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Product Description

- Early Detection Alerts identifies newly formed or emerging private funds before they become broadly visible in the market. Convergence monitors entity formation, adviser, fund, filing, strategy, and service provider signals, then maps each likely fund to the relevant investment manager and delivers the sales context needed to begin qualified outreach.

Product Benefits

- **Creates an Earlier View of New Funds:** helps clients identify likely private funds before Form D filings and other traditional market signals appear.
- **Improves Outreach Quality:** provides adviser, fund, timing, and relationship facts that support more relevant sales conversations.
- **Demonstrates Commercial Leverage:** the source materials estimate that winning five funds at a minimum fee of \$65,000 per fund creates a 12.8x ROI.

Product Features

- **Fund Formation Signal Technology:** uses robotic process automation and proprietary business rules to isolate less than 1% of registered entities as likely private funds.
- **Proprietary Adviser Mapping:** connects each entity to the correct investment manager using Convergence knowledge graphs and analyst review.
- **Sales-Ready Fund Launch Intelligence:** shows incorporation, public availability, curation, delivery timing, adviser context, and the facts needed for outreach.

Primary Use Cases and Delivery

- **Primary Users:** sales, marketing, strategy, client management, and data teams at fund administrators and other asset management service providers.
- **Common Use Cases:** new fund prospecting, campaign planning, adviser monitoring, relationship expansion, and CRM or workflow integration.
- **Client Action:** prioritize likely launches, engage approximately 85 to 90 days earlier, and reduce broad or low-quality prospecting.

To Learn More About Early Detection Alerts: New Funds Contact:

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