



*Pitchbook: Beginner's Guide to
Getting Started*

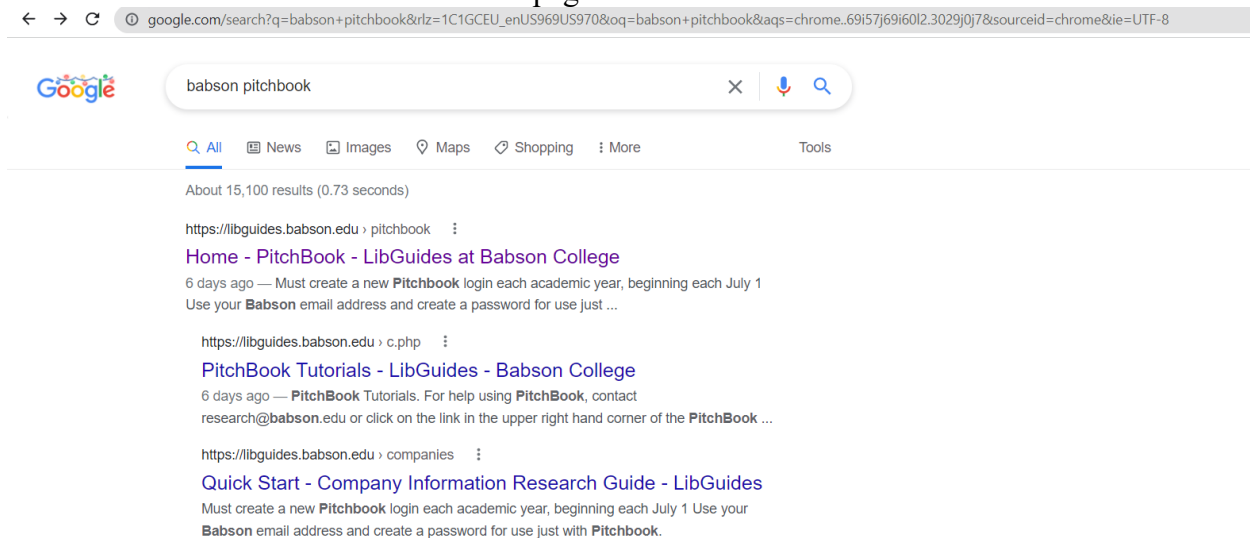
Created by: Cecilia Li '23

1. What is Pitchbook?

PitchBook is a database that provides data, research and technology covering private capital markets, including venture capital, private equity and M&A transactions.

2. Access Pitchbook using Babson account

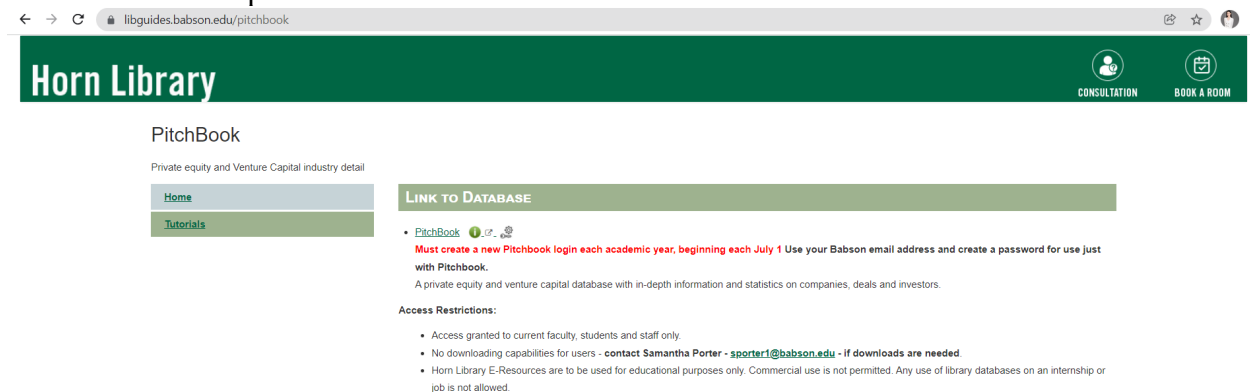
- a) Babson has free accounts for students. First, google “babson pitchbook” to be directed to the LibGuides page.



The screenshot shows a Google search for "babson pitchbook". The search results page displays about 15,100 results in 0.73 seconds. The top results are:

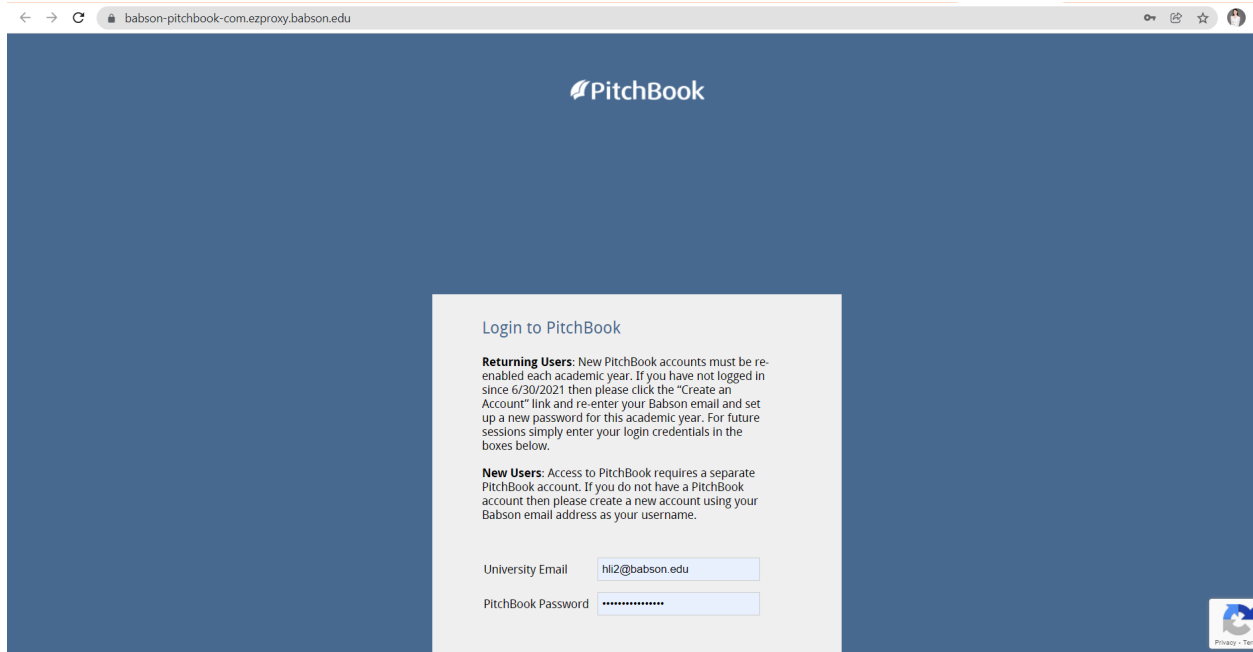
- <https://libguides.babson.edu/pitchbook> : Home - PitchBook - LibGuides at Babson College
6 days ago — Must create a new Pitchbook login each academic year, beginning each July 1 Use your Babson email address and create a password for use just ...
- <https://libguides.babson.edu/c.php> : PitchBook Tutorials - LibGuides - Babson College
6 days ago — PitchBook Tutorials. For help using PitchBook, contact research@babson.edu or click on the link in the upper right hand corner of the PitchBook ...
- <https://libguides.babson.edu/companies> : Quick Start - Company Information Research Guide - LibGuides
Must create a new Pitchbook login each academic year, beginning each July 1 Use your Babson email address and create a password for use just with Pitchbook.

- b) Then, click into Pitchbook. New users need to use Babson email address to create a separate Pitchbook account.

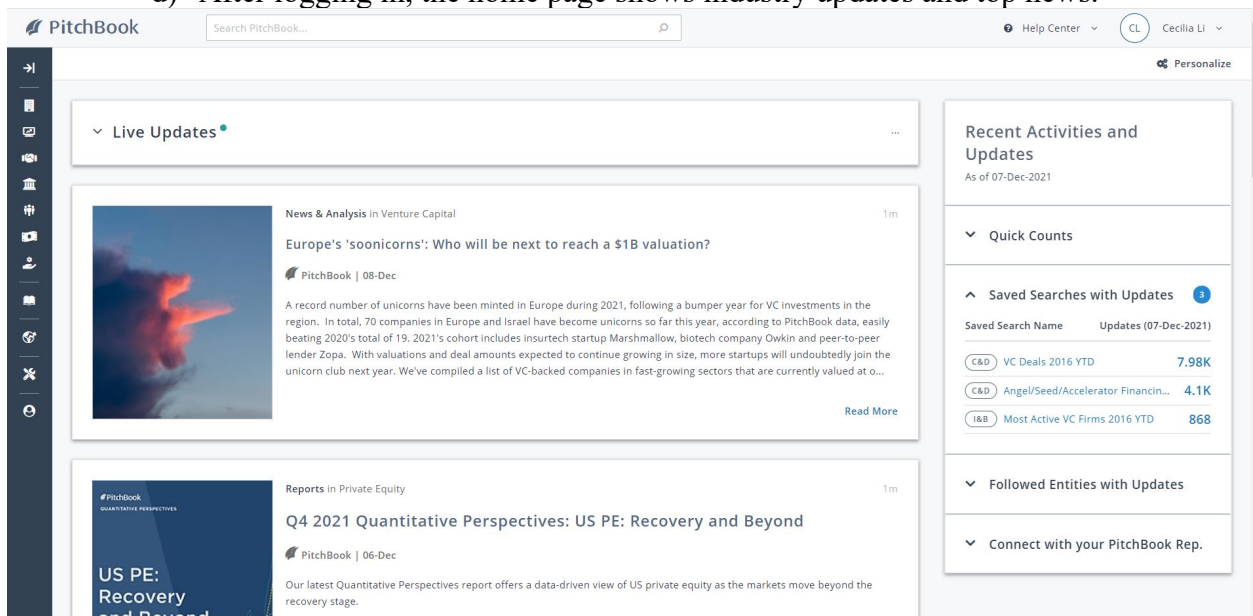


The screenshot shows the PitchBook LibGuide page on the Horn Library website. The page title is "PitchBook" and the subtitle is "Private equity and Venture Capital industry detail". The page includes a "LINK TO DATABASE" section with a "PitchBook" link. Below this, there is a red warning: "Must create a new Pitchbook login each academic year, beginning each July 1 Use your Babson email address and create a password for use just with Pitchbook." The page also includes "Access Restrictions" which state that access is granted to current faculty, students and staff only, and that no downloading capabilities are available for users. Contact information for Samantha Porter is provided: "contact Samantha Porter - sporter1@babson.edu - if downloads are needed".

- c) Returning students can log in using your Babson email and password.



d) After logging in, the home page shows industry updates and top news.



3. Searching Information about a non-public company/public company

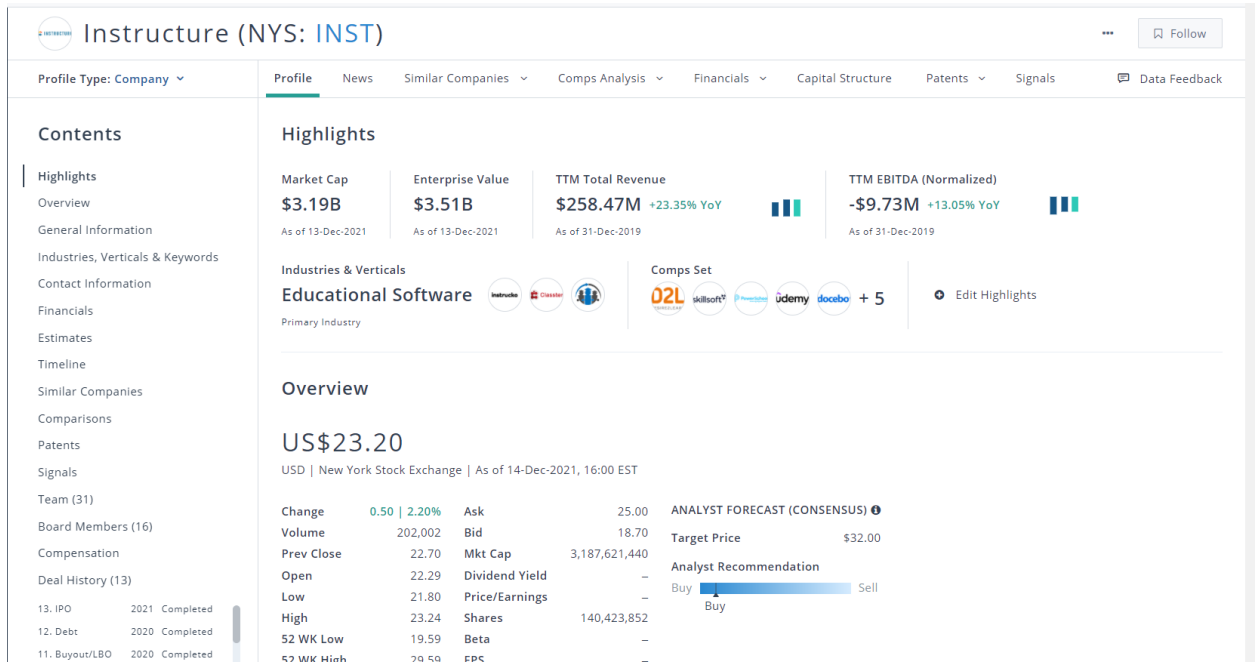
- a) If you are researching a company, either public or private, you can look up their name directly or filter a company by certain criteria, for example, industry, size, funding received, etc.

The screenshot shows the PitchBook search interface. The search bar at the top contains "Companies & Deals Search" with 3,318,432 results. A dropdown menu for "Companies & Deals Screeners" is open, listing various criteria such as "Recent PE Exits", "PE-Backed Exits", "Recent VC Exits", "VC-Backed Companies", "Recent IPOs", "VC-Backed Exits", "Aging PE Portfolio", "M&As", "Unicorn Companies", "IPOs", and "PE-Backed Companies". Below the dropdown, there are several filter sections: "Backing Status" with a dropdown menu, "Location" with a dropdown menu and radio buttons for "Search HQ Only", "Search Non-HQ Only", and "Any Office Location", and "Company Names" with a text input field and a "Upload a List" button. On the right side, there are sections for "Industries, Verticals & Keywords" with a text input field, "Deal Info" with an "Investors" section and a "Deal Types" dropdown, "Deal Size" with "Min" and "Max" input fields and checkboxes for "Include deals without a deal size" and "Exclude deals without a deal size", and "Deal Date" with radio buttons for "Custom Dates" and "Trailing Ranges" and a "From" input field.

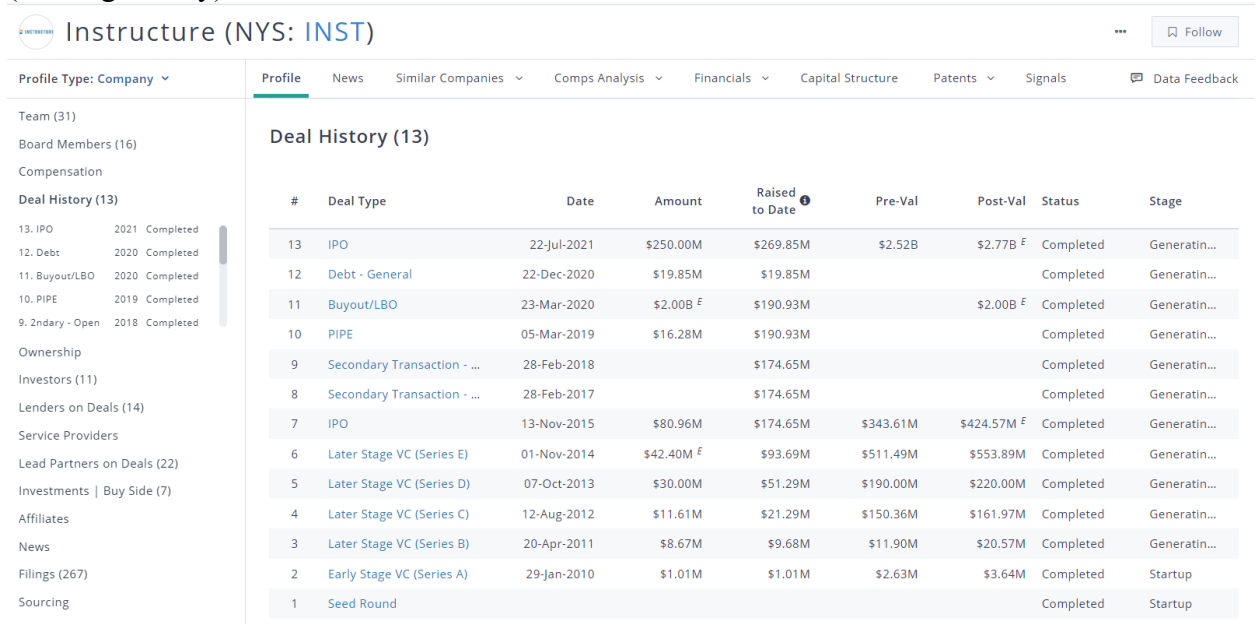
- b) The industry filter is highlighted below. Simply click the industry you are interested in and Pitchbook will tell you the key players within that industry.

The screenshot shows the PitchBook search interface with the "Industry" filter selected. The search bar at the top contains "Companies & Deals Search" with 3,318,432 results. The "Industry" filter is highlighted in the left sidebar. Below the sidebar, there are several filter sections: "Industry" with a dropdown menu, "Location", "Company Status", "Exit / Liquidity", "Investors", "Service Providers", "Financial Data", "Public Comps", "Debt Characteristics", "Patents", "Company Signals", "Other Criteria", and "Lists". Below these filters, there are checkboxes for "Include related keywords" and "Search primary industry only". A section titled "Hide All Industries and Verticals" is expanded, showing a list of industries and verticals. The "Industries" list includes: 1. Business Products and Services (B2B) 1,596,901; 2. Consumer Products and Services (B2C) 1,050,125; 3. Energy 78,420; 4. Financial Services 216,486; 5. Healthcare 345,496; 6. Information Technology 545,829; 7. Materials and Resources 160,048. The "Verticals" list includes: 1. 3D Printing 1,849; 2. AdTech 7,668; 3. Advanced Manufacturing 2,878; 4. AgTech 6,321; 5. Artificial Intelligence & Machine Learning 23,605; 6. AudioTech 2,051; 7. Augmented Reality 2,809; 8. Autonomous cars 702; 9. B2B Payments 743; 10. Beauty 1,332; 11. Big Data 15,697; 12. Cannabis 4,604; 13. Car-Sharing 365; 14. CleanTech 28,663; 15. Climate Tech 2,283; 16. CloudTech & DevOps 10,849; 17. Construction Technology 1,615; 18. Cryptocurrency/Blockchain 7,533.

- c) Here is an example of a public company: Instructure (parent company of Canvas)
 Figures on market cap, EV, EBITA, similar companies, comps, capital structure, etc. are available.



Also, information is available on their team including contacts and previous deals (funding history)



d) Here is an example of a private company/start-up: Lime (scooter sharing company)

General Information:

The screenshot shows the PitchBook profile for Lime. The profile type is 'Company'. The navigation menu includes Profile, News, Similar Companies, Comps Analysis, Financials, Patents, and Signals. The main content area is divided into 'Highlights' and 'Timeline'. The 'Highlights' section features several key metrics: PitchBook Analyst Coverage (Mobility, Micromobility), 1,208 Employees (as of 07-Nov-2021), Last Deal Details (\$523.00M, Later Stage VC 05-Nov-2021), and Valuation Step-up (0.14x, Later Stage VC (Series D) - Later Stage VC). It also lists new verticals entered by investors: CleanTech, Micro-Mobility, and Mobile (all as of 05-Nov-2021), and Ridesharing (as of 05-Nov-2021). Post Valuation is \$510.00M (as of 05-Jun-2020) and Total Raised to Date is \$1.47B (as of 05-Nov-2021). The 'Timeline' section is currently empty.

Funding history:

Deal History (9)

#	Deal Type	Date	Amount	Raised to Date	Pre-Val	Post-Val	Status	Stage
9	Later Stage VC	05-Nov-2021	\$523.00M	\$1.47B			Completed	Generatin...
8	Secondary Transaction - ...			\$947.10M			Completed	Generatin...
7	Later Stage VC	05-Jun-2020	\$170.00M	\$947.10M	\$340.00M	\$510.00M	Completed	Generatin...
6	Later Stage VC	14-Sep-2019		\$777.10M			Completed	Generatin...
5	Later Stage VC (Series D)	09-Jul-2019	\$310.00M	\$777.10M	\$2.09B	\$2.40B	Completed	Generatin...
4	Later Stage VC (Series C)	21-Dec-2018	\$335.10M	\$467.10M	\$764.90M	\$1.10B	Completed	Startup
3	Early Stage VC (Series B)	15-Feb-2018	\$120.00M	\$132.00M	\$175.00M	\$260.00M	Completed	Startup
2	Accelerator/Incubator	24-May-2017		\$12.00M			Completed	Startup
1	Early Stage VC (Series A)	01-Apr-2017	\$12.00M	\$12.00M	\$30.00M	\$42.00M	Completed	Startup

Who has invested in the company:

Investors (87)

Active Investors (86)

Former Investors (1)

Name	Investor Type	Holding	Investor Since	Board	Related Deals
Abu Dhabi Growth Fund	Venture Capital	Minority	Nov 2021		#9. Later Stage VC: Nov 2021, \$523.00M, New ...
Capitaline	PE/Buyout	Minority	Nov 2021		#9. Later Stage VC: Nov 2021, \$523.00M, New ...
David La Placa	Angel (individual)	Minority	Nov 2021		#9. Later Stage VC: Nov 2021, \$523.00M, New ... Contact: David La Placa in
Fidelity Investments	Mutual Fund	Minority	Nov 2021		#9. Later Stage VC: Nov 2021, \$523.00M, New ...
Highbridge Capital Manage...	Hedge Fund	Minority	Nov 2021		#9. Later Stage VC: Nov 2021, \$523.00M, New ...
Sixty Degree Capital	Venture Capital	Minority	Nov 2021		#9. Later Stage VC: Nov 2021, \$523.00M, New ...
Ajax Strategies	Venture Capital	Minority	Jun 2020		#7. Later Stage VC: Jun 2020, \$170.00M, New I...
B3 Angels	Angel Group		Jun 2020		#7. Later Stage VC: Jun 2020, \$170.00M, New I...
Carbon Arrow Capital	Growth/Expansion		Jun 2020		#7. Later Stage VC: Jun 2020, \$170.00M, New I...
Ethos VC	Venture Capital	Minority	Jun 2020		#7. Later Stage VC: Jun 2020, \$170.00M, New I...

4. Search for a Fund/Investment firm/Investor

- a) If you don't have a fund or venture firm in mind, but you would like to know which one might be suitable for you, you can look for them by filtering investor type by stages, industry, size, location, etc.

The screenshot shows the PitchBook search interface for 'Investors & Funds Search' with 387,929 results. The interface includes a search bar, a sidebar with navigation options like 'Screeners', 'Library', and 'Market Analysis', and a main content area with filter sections: 'Key Fields', 'Investor Types', and 'Additional Options'. The 'Investor Types' section is expanded, showing checkboxes for various categories such as 'Angels/Incubators', 'Venture Capital', 'Private Equity', and 'Strategic Acquirers'. The 'Additional Options' section includes checkboxes for 'Search for primary investor type only', 'Search lead/sole investors only', and 'Include PE-backed companies that made Add-ons'.

b) Or you can search for a venture capital/private equity firm.

Example of a VC: A16Z

The screenshot shows a search for 'Andrej' on PitchBook. The top result is for Andreessen Horowitz, a Venture Capital firm in Menlo Park, CA. The profile includes a description, quick stats (AUM of \$19.00B, 439 Active Portfolios, 298 Exits), and a list of investments such as Anyscale, Glorify, Freenome, LayerZero, and Iron Fish. The interface also shows a sidebar with navigation options like Screeners, Library, and Market Analysis.

General information, team, contacts (their partners' LinkedIn, email, etc).

The screenshot displays the full profile page for Andreessen Horowitz. The 'General Information' section provides a detailed description of the firm's focus on seed-stage, early-stage, and later-stage companies. Below this, an 'Investment Style Summary' is shown with four vertical bar charts: Deal Size (Large), Deal Type (Specialist), Industry (Specialist), and Geography (Regional). The page also features a 'Contents' sidebar with links to various sections like Contact Information, Team, and Board Members.

Team (265)

Current Team (125)

Former Team (140)



Name	Title	Deals	Funds	Boards	Office	Contact
Leila Hay	Business Development Partner				Menlo Park, CA	Phone Email LinkedIn
Christopher Dixon	General Partner	82	12	6	Menlo Park, CA	Phone Email LinkedIn
Connie Chan	General Partner	9	8	1	Menlo Park, CA	Phone Email LinkedIn
Frank Chen	Operating Partner	3	1		Menlo Park, CA	Phone Email LinkedIn
Jeffrey Jordan	Managing Partner	85	13	14	Menlo Park, CA	Phone Email LinkedIn
John O'Farrell	General Partner	22	6	3	Menlo Park, CA	Phone Email LinkedIn
Peter Levine	General Partner	70	15	10	Menlo Park, CA	Phone Email LinkedIn
Scott Kupor JD	Managing Partner	13	8	5	Menlo Park, CA	Phone Email LinkedIn
Stacy D'Amico	Operating Partner				Menlo Park, CA	Phone Email LinkedIn
Eric Thomas	Partner, Technical Talent				Menlo Park, CA	Phone Email LinkedIn

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Show 10 Results ▼

Their portfolio and exits:

Investments (1,218)

Company Name	Deal Date	Deal Type	Deal Size	Co-Investors	Company Stage	Industry	Lead Partner
Anyscale	07-Dec-2021	Later Stage VC (Se...	\$100.00M	4	Generating Reven...	Software Develop...	Benjamin Horo... in
Freenome	07-Dec-2021	Later Stage VC (Se...	\$300.00M	29	Clinical Trials - Ge...	Laboratory Servic...	Vijay Pande Ph.D in
MystenLabs	06-Dec-2021	Early Stage VC (Se...	\$36.00M	15	Startup	Business/Producti...	Arianna Simpson in
Glorify	02-Dec-2021	Early Stage VC (Se...	\$40.00M	7	Generating Reven...	Application Softw...	
LayerZero	01-Dec-2021	Early Stage VC	\$100.00M ^F	2	Startup	Business/Producti...	
Iron Fish	30-Nov-2021	Early Stage VC (Se...	\$27.60M	3	Generating Reven...	Financial Software	
Mainframe	29-Nov-2021	Early Stage VC (Se...	\$23.19M	11	Generating Reven...	Entertainment Sof...	Jonathan Lai in
Arc Boat	23-Nov-2021	Early Stage VC (Se...	\$30.00M	8	Startup	Marine	
Royal Markets	22-Nov-2021	Early Stage VC (Se...	\$55.00M	12	Product Developm...	Financial Software	Kathryn Haun in
Aloft	18-Nov-2021	Early Stage VC (Se...	\$20.00M	5	Generating Reven...	Real Estate Servic...	

Prev 1 2 3 4 ... 122 Next

Show 10 Results ▼

Exits (301) •

Company Name	Exit Date	Exit Type	Exit Size	Status	Buyers
RTFKT	13-Dec-2021	Merger/Acquisition		Completed	Nike
BuzzFeed	03-Dec-2021	Reverse Merger	\$16.20M	Completed	890 5th Avenue Partners Cohanzyck Management CrossingBridge Redwood Capital Management Silver Rock Financial
Lowkey	01-Dec-2021	Merger/Acquisition		Completed	Niantic
Arcus	24-Nov-2021	Merger/Acquisition		Completed	MasterCard
Knowable (Educational and Training...)	16-Nov-2021	Merger/Acquisition		Completed	Medium (Social/Platform Software)
Helix Re	10-Nov-2021	Merger/Acquisition		Completed	Density
Profiler	01-Nov-2021	Merger/Acquisition		Completed	Elasticsearch
Within (Virtual Reality)	30-Oct-2021	Merger/Acquisition		Completed	Meta Platforms
Tenfold	27-Oct-2021	Merger/Acquisition		Completed	LivePerson
Cyngn	20-Oct-2021	IPO	\$26.25M	Completed	

Prev 1 2 3 4 ... 31 Next

Show 10 Results ▾

c) Example of a Private Equity firm: TPG

Their portfolio:

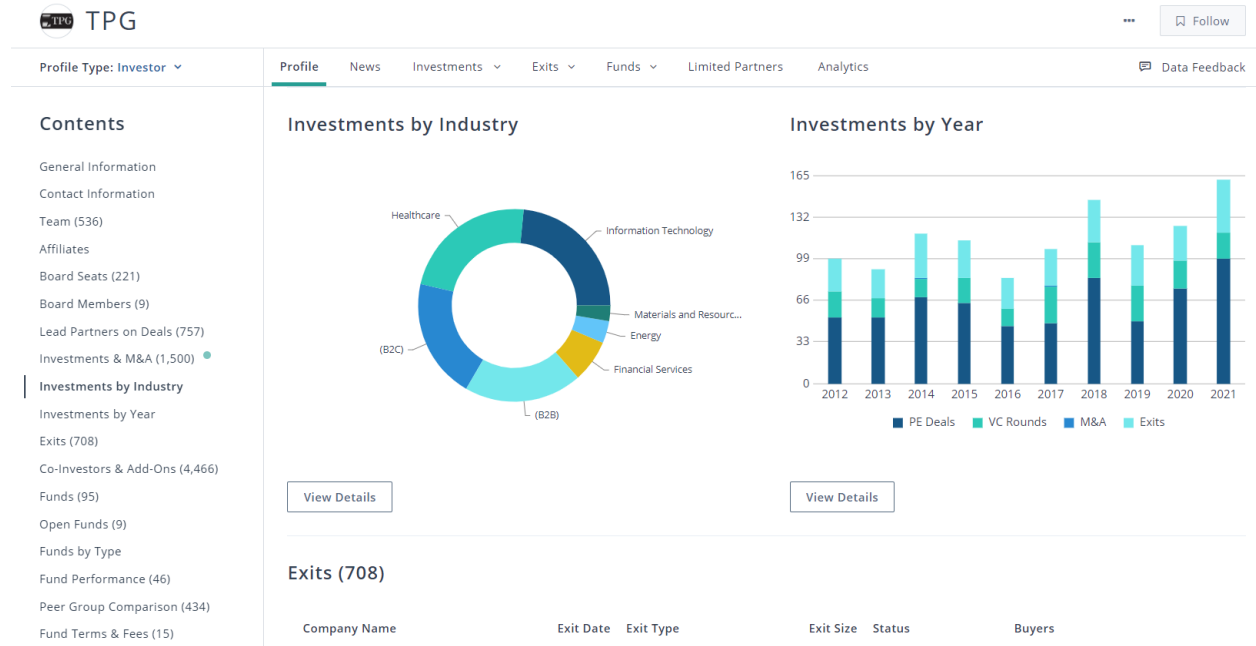
Investments & M&A (1,500) •

Company Name	Deal Date	Deal Type	Deal Size	Co-Investors	Company Stage	Industry	Lead Partner
Course Hero	14-Dec-2021	Later Stage VC (Se...	\$380.00M	8	Profitable	Educational Softw...	
Avalosys	10-Dec-2021	Buyout/LBO (Add-...		10	Generating Reven...	Financial Software	
Alaya	09-Dec-2021	Buyout/LBO (Add-...		6	Generating Reven...	Business/Producti...	
Medical Network...	09-Dec-2021	Buyout/LBO (Add-...		10	Generating Reven...	Business/Producti...	
Vietnam-Australi...	08-Dec-2021	Secondary Transa...	\$13.99M		Profitable	Educational and T...	
Oima	02-Dec-2021	Buyout/LBO (Add-...		10	Generating Reven...	BPO/Outsource Se...	
Dream Sports	24-Nov-2021	Later Stage VC	\$840.00M	6	Generating Reven...	Entertainment Sof...	
Troon Golf	15-Nov-2021	PE Growth/Expans...		1	Profitable	Leisure Facilities	Jeffrey Rhodes in
Amante	12-Nov-2021	Buyout/LBO (Add-...		8	Generating Reven...	Distributors/Whol...	James Coulter in
Cinspace Studios	12-Nov-2021	Buyout/LBO	\$1.10B		Generating Reven...	Movies, Music and...	Avi Banyasz in

Prev 1 2 3 4 ... 150 Next

Show 10 Results ▾

Investments statistics are also accessible in charts format



Funds within the Private Equity firm and information on each (fund size, date, industry, portfolio etc)

Funds (95) Filters (0) ▾

[Fund Families \(23\)](#)
[Private Equity \(53\)](#)
[Venture Capital \(8\)](#)
[Private Debt \(12\)](#)
[Hedge Funds \(2\)](#)
[Real Asset \(9\)](#)
[Fund Of Funds \(5\)](#)
[Co Inv >](#)

Fund Name	Open
+ The Rise Fund (2 funds) Multiple Fund Types Multiple Locations	✓
+ TPG Tech Adjacencies Fund (1 fund) Buyout Fort Worth, TX	✓
+ TPG Growth Fund (5 funds) Growth/Expansion Fort Worth, TX	
+ TPG Specialty Lending Europe Fund (2 funds) Direct Lending London, United Kingdom	
+ TICP Equity (2 funds) Multiple Fund Types Multiple Locations	
+ TSSP Structured Credit Opportunities Fund (2 funds) Debt - General Fort Worth, TX	
+ TSSP Institutional Credit Partners (4 funds) Collateralized Loan Obligation (CLO) Fort Worth, TX	
+ TAO (2 funds) Multiple Fund Types Fort Worth, TX	
+ TPG Partners (8 funds) Buyout Fort Worth, TX	
+ TPG Real Estate Partners (4 funds) Real Estate Opportunistic Fort Worth, TX	

Their LPs:

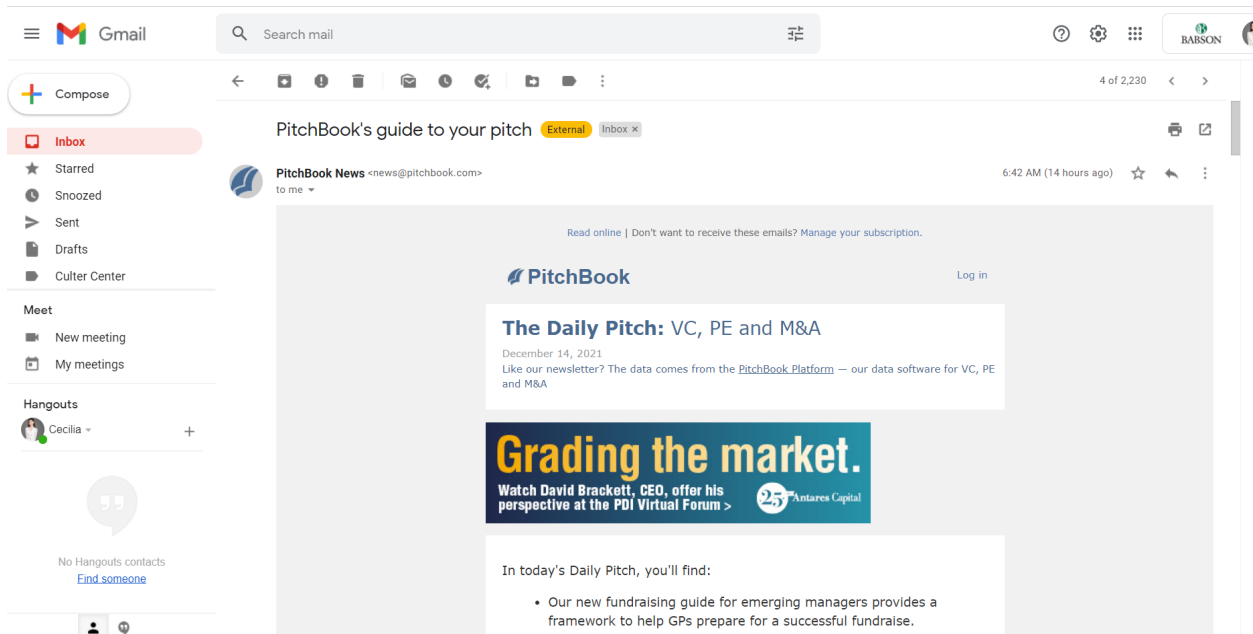
Limited Partners (274)

Limited Partner	LP Location	Type	Commitments to TPG	Last Commit. Date	Last Committed Fund	Total Commitments
1199SEIU Health ...	New York, NY	Union Pension Fund	6	18-Oct-2018	Balance Point Capit...	167
3M Employee Reti...	Saint Paul, MN	Corporate Pension	11	31-Dec-2019	HG Vora Opportuni...	189
3M Retiree Welfar...	Saint Paul, MN	Corporate Pension	2	31-Dec-2006	RoundTable Health...	11
Absolute Private E...	Zurich, Switzerland	Fund of Funds	10	31-Dec-2010	Lucas Energy Ventu...	84
ACP Investment G...	Rye Brook, NY	Secondary LP	1	06-Jan-2009	Carlyle Partners V	72
Adams Street Part...	Chicago, IL	Fund of Funds	10	18-Oct-2021	Vitalbridge USD Fu...	2,132
Aetna Life Insura...	Hartford, CT	Insurance Company	9	16-Dec-2015	Nautic Partners VIII	85
Alaska Permanent...	Juneau, AK	Sovereign Wealth F...	3	19-Nov-2021	EQT Infrastructure V	540
Alaska Retirement...	Juneau, AK	Public Pension Fund	3	07-Jun-2021	Marlin Heritage Eur...	603
Allstate Insurance...	Northbrook, IL	Insurance Company	3	06-Mar-2017	Actis Energy 4	279

5. Subscribe to the Pitchbook Newsletter

If you'd like to subscribe so that you receive industry news to your email feed everyday, you can also set that up on the platform. The daily emails serve as good learning materials and a resource for keeping on top of current news, which is always helpful especially in prepping for interviews, etc).

The screenshot displays the PitchBook interface for the Daily Newsletter subscription. On the left is a dark navigation sidebar with categories like 'Screeners', 'Library', 'Market Analysis', and 'Workflow'. The main content area shows a calendar for December 2021 with the 14th highlighted. Below the calendar, there's a subscription dropdown set to 'VC, PE and M&A Edition (subscribed)'. The newsletter preview includes the title 'The Daily Pitch: VC, PE and M&A', the date 'December 14, 2021', and a brief description. Two promotional banners are visible: one for 'Grading the market.' featuring David Brackett, CEO of Antares Capital, and another for 'YOU CALL IT A COMPLEX M&A DEAL.' with a 'LEARN MORE' button.



6. Access to Public Market Reports

While Pitchbook is known for its private market data, it also provides access to a wide variety of public market reports. To access this, hover your mouse over the research center under the Library tab and click “View all Public Equity Research”. You can then use the search bar on top to filter companies. This is demonstrated below with Apple.

Research Center Apple

Overview All PitchBook (32) Morningstar (616)

1 Criterion

SEARCH CRITERIA Company: Apple (NAS: AAPL) Add a company Add a keyword

0 Selected

#	Date ↓	Title (32)	Company	Analyst
1	21-Dec-2022	Q4 2022 PitchBook Analyst Note: 2023 Industry and Technology Outlook	NYS: WMT, NAS: AMZN, NAS: ...	Alex Frederick
2	08-Mar-2022	2021 Annual Retail Healthtech Report	NAS: MB, NAS: AAPL, Iora He...	Kaia Colban
3	10-Dec-2021	Q3 2021 Emerging Tech Research: Retail Healthtech	NAS: DXCM, NAS: AAPL, NAS:...	Kaia Colban
4	30-Sep-2021	2021 Vertical Snapshot: Augmented & Virtual Reality	NAS: GOOGL, NAS: MSFT, NY...	Ryan Vaswani
5	24-Jun-2021	Q2 2021 PitchBook Analyst Note: Tech Giants Pursue Inorganic Growth with AI	NAS: INTC, NAS: GOOGL, NA...	Brendan Burke
6	04-Mar-2021	Q1 2021 PitchBook Analyst Note: TinyML Holding the Edge Closer	NAS: GOOGL, NAS: AMZN, N...	Brendan Burke