



# The Preqin Investor Network and What It Means For You

Following the launch of the [2013 Preqin Investor Network Global Alternatives Report](#), we interview [Mark O'Hare, CEO, Preqin](#) to gain an insight into Preqin Investor Network, and its benefits to both the institutional investor community and the wider private equity industry.

**The launch of the Preqin Investor Network (PIN) has been a great success. For readers who are not familiar with the concept of the Preqin Investor Network, what does it do?**

PIN is designed to provide institutional investors with everything they need for asset allocation, fund selection and manager due diligence in their private equity, real estate, hedge fund and infrastructure programs. The service provides investors with information on fund returns, manager track records, funds open for investment and detailed fund manager and placement agent contacts in an online portal. This gives investors all the available investment opportunities and enables them to spot the ones of most interest for them, and connect with the fund manager or placement agent to get more information. Best of all, PIN is a free service for investors.

**Sounds good, but why now? Why is PIN especially relevant today?**

Alternative assets are now of core importance to most investors, yet the challenges of constructing and managing an effective alternatives program are magnified by five factors:

1. Growth: allocations to alternatives have grown significantly, and make a real impact on the entire portfolio's performance;
2. Dispersion: the variance in performance between the best and worst alternatives managers is huge, so picking the right funds and managers makes a big difference;
3. Illiquidity: with many alternatives strategies inherently illiquid, the consequences of investment decisions are long-lasting;
4. Segmentation: alternatives encompass a wider range of strategies than ever before – good news for investors seeking diversification to be sure – but the challenges of selecting between a multitude of geographies and managers should not be underestimated; and
5. Opacity: alternatives are generally less transparent and reliable data is less readily available than in other asset classes.

So PIN is cutting through these challenges and helping investors see the totality of investment opportunities open to them, hone in on the ones of greatest interest and connect with the fund managers and placement agents. The responses from both sides of the tables – LPs and GPs – has been phenomenal: already over 2,300 LPs are using the service, and GPs are finding the flow of new enquiries to be an enormous help in these challenging times for fundraising.

## Are you an investor?

Join **Preqin Investor Network** to get free access to all alternative assets funds in market, key contact details and fund manager performance track records.

[www.preqin.com/pin](http://www.preqin.com/pin)

**Sounds like a great product, but what's in it for Preqin? Why offer a free service to investors?**

Preqin's core business is in helping GPs and LPs with data to inform their fundraising and investment strategies. Preqin Investor Network is a phenomenal tool and platform to help both sides of the industry. The core PIN service is free for LPs, but in addition, there are value added services for GPs, placement agents and consultants.

**Sounds great for LPs, but what impact does PIN have on the rest of the market and the industry for GPs and advisors?**

Private equity fundraising is finally an improving trend once more. However it is still scarily competitive – today there are 1,969 new funds on the road seeking \$790 billion – about 2.5 times what was actually raised last year. This is the “new normal”: it is just incredibly tough for GPs and placement agents to get themselves heard above the noise. But LPs want to invest.

As a fund manager/placement agent what can you do?

Task 1 – Make sure investors can find you – so ensure that PIN has the data on your fund.

Task 2 – Make use of the soon-to-be launched premium tools that will be available on PIN to help you reach out to potential new investors. Contact [feedback@preqin.com](mailto:feedback@preqin.com) for more information.

Are you interested in a digital copy of our first investor-tailored report?

The 105-page [2013 Preqin Investor Network Global Alternatives Report](#) is freely accessible on Preqin's website.

To download a digital copy of the Report, please visit:

[www.preqin.com/PIN2013](http://www.preqin.com/PIN2013)

## Are you a fund manager?

Make sure investors can find you. Contact us to view your firm or fund profile, make sure the information is up to date, and provide us with valuable feedback.

[feedback@preqin.com](mailto:feedback@preqin.com)



## Global private equity fundraising

Capstone Partners ([www.csplp.com](http://www.csplp.com)) is a leading independent placement agent focused on raising capital for private equity firms. The Capstone team includes 25 experienced professionals in North America, Europe and Asia.

### Milestone Partners IV, L.P.

We congratulate the Milestone team on the successful closing of Milestone Partners IV, L.P.



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