

# CrowdSmart

Collective Intelligence for Large Institutional Investors

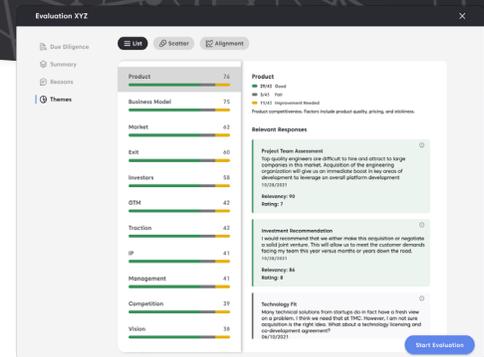
 crowdsmart.ai

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## Capture alpha by harnessing your organization's collective IQ to generate proprietary game-changing intelligence

### The Power of the Crowd at Work

CrowdSmart is the only technology that unifies the knowledge and ideas of internal and external stakeholders into AI-assisted, unparalleled intelligence. It informs your critical investment decisions across a wide range of asset classes including private equities, natural resources, fixed income, absolute return, real estate, and more.

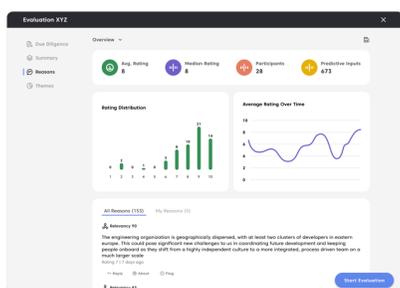
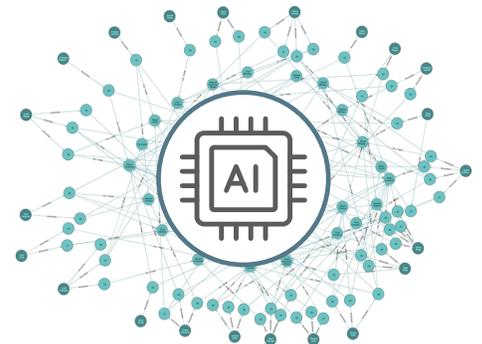


### Optimize Diligence Resources

CrowdSmart's AI facilitates remote and transparent collaboration among diligence team members, uncovering previously untapped organizational intelligence while promoting consistency across all asset classes in the diligence process.

### CrowdSmart's Core AI Engine

CrowdSmart's AI solicits and propagates diverse perspectives from investment staff, and reduces bias. CrowdSmart creates a convergence process that surfaces key insights and risks, generating both quantitative and qualitative results. This robust process gives asset managers the information they need to make critical investment decisions.



### Profoundly Powerful, Easy to Deploy

CrowdSmart generates robust and deeply predictive data yet is easily configured and managed by investment staff to evaluate a variety of investment strategies and asset classes. Investment committees receive easily understood results and an auditable knowledge model detailing the factors behind each decision. Your team can be up and running within hours.

# Increase the Speed and Accuracy of Your Decision Process



CrowdSmart increases your return on human capital throughout your organization. Together we enable cross-department collaboration to reduce cycle times and support rapid responses to time-sensitive investment opportunities. Institutional investors leverage CrowdSmart to analyze dynamic markets, optimize investment diligence, and improve predictive accuracy.

*"With CrowdSmart, organizations can increase returns on investment from internal and external managers, portfolio company executives, faculty, alumni or advisors. CrowdSmart's cognitive models create a wealth of unique data to support a broad range of near term decisions, enable future emulations, and ensure long term competitive advantage."*

**David Weild,**

Former Vice Chairman, NASDAQ



## CrowdSmart Supports a Wide Range of Asset Classes



Evaluate and diligence new fund managers. React quickly and accurately to co-investment opportunities.



Assess and optimize private equity portfolio company operations and performance



Discover and analyze new investment trends to assist in tactical portfolio allocation decisions



Instrument the decision processes (heuristics) of the investment committees; be able to back-test



Accurately capture, assess and document ESG and DEI objectives during due diligence