



Gain an edge with direct investor intelligence

Uncover directly sourced investor allocation intentions you won't find anywhere else

Intentions and Preferences (I&P) is the most direct, accurate way to understand where investors want to allocate, when, and why.

Why directly sourced intelligence matters

- /// Intentions and Preferences (I&P) data delivers real, unfiltered insight into what allocators are actively looking for right now and in the months ahead.
- /// No scraping. No guesswork. Every I&P data point comes directly from allocators and is continually verified through our industry network.
- /// Our deep ties in the industry mean we can continually check, update, and verify what investors tell us. This keeps our intel fresh and creates a powerful feedback loop of future-facing intelligence you won't find anywhere else.

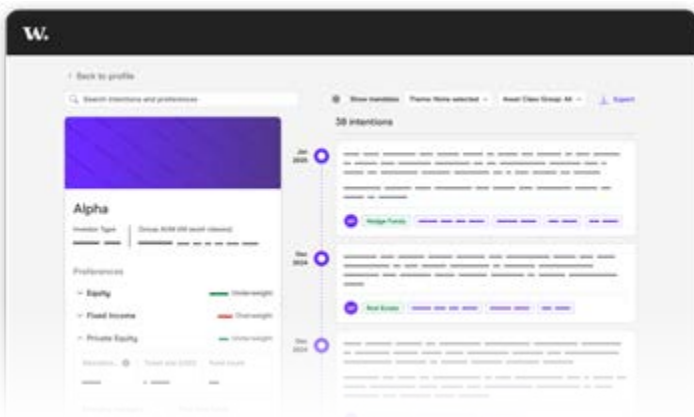
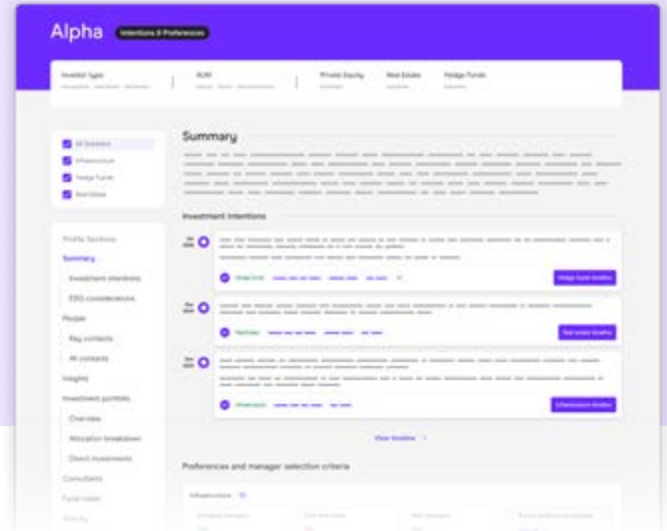
Why investors share their intentions with us

- /// Investors share their allocation plans through our give-to-get model.
- /// Allocators share their investment plans with us and, in return, gain access to a tailored version of our platform, exclusive event access, and detailed manager insights.
- /// Our in-house data experts run structured interviews every six months to capture their forward-looking strategies and mandates.
- /// This allows us to verify and refresh our intelligence, ensuring you get accurate, timely data straight from the source that can't be found anywhere else.

What you gain from Intentions and Preferences

Our investor profiles are built for fund managers who want to move first.

Enriched profiles connect intentions, preferences, and mandates with practical details such as current fund rosters and verified contacts, giving you the context and access needed to engage effectively.



Target fundraising efforts to the right allocators with our actionable insights

Quickly search and surface the intentions that matter most to you.

Staying ahead of allocator moves



Sharper targeting:

Filter by asset class, strategy, theme, region, and focus to find as allocators aligned with your fund.



Get ahead of the market:

Track upcoming mandates, shifting strategies, spot gaps in portfolios, and engage investors before your competitors do.



Deeper understandings:

Understand the rationale behind investor moves with real-time and historical trends, motivations, and allocation gaps.



Track change:

Monitor how investor preferences evolve, save searches to track developments, tailor pitches, and stay ahead of the market.



Share and act, fast:

Easily export and share insights and turn them into action.

Don't wait for investors to show their hand. Access future-facing intelligence from the source.

[Request a demo today](#) and see how I&P can help you engage the right investors with greater precision.