



# THE TECHNOLOGY IMPERATIVE IN PRIVATE CAPITAL

What 100 Leaders Told Us



*Research conducted and verified by*



**UserEvidence**

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# The Tech Investments Private Capital Firms Need to Make in 2025

Private equity firms and venture capitalists are facing a complex mix of market challenges in 2025. As they navigate fast-changing external headwinds including market volatility, increasing competition, and a lack of clarity on future market trends, they're also facing internal pressure to make operational changes that control costs, improve fundraising efforts, and deliver better outcomes.

But behind the scenes of these big-picture challenges, many firms lack the tools they need to unlock insights from their data that could help them meet these expectations and meaningfully compete in uncertain markets. Our research found that **just 7% of private capital leaders say they have an advanced, modern tech infrastructure for their firm.**

This disparity poses plenty of questions around how firms should steward carefully managed operational budgets—including if, when, and how they should adopt new technology.

**How do you build an intentional approach to new tech investment for your firm?** We surveyed 100 private capital leaders to understand their current outlook on the industry, the state of their tech stack, and where they're placing their 2025 bets. Here's what they shared.

# Methodology

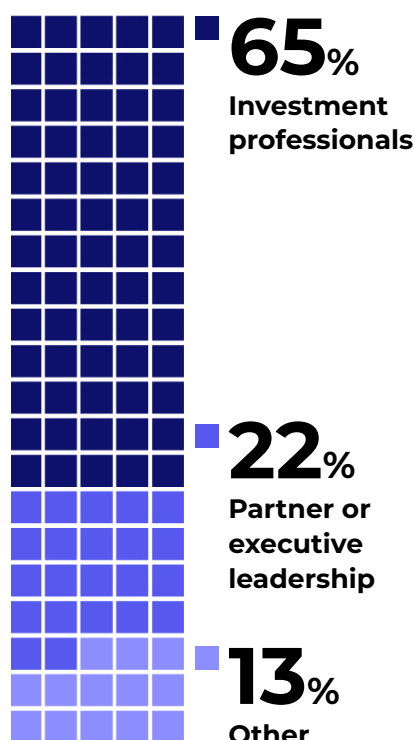
Altvia engaged third-party research vendor UserEvidence to survey 100 respondents in private capital to learn about their current outlook, internal approach to technology adoption, and perspective on key trends shaping the private capital landscape.

**Professional roles:** More than half (65%) of respondents are investment professionals, while 22% hold partner or executive leadership positions within their firms. The remaining 13% of respondents serve in positions like operations or finance.

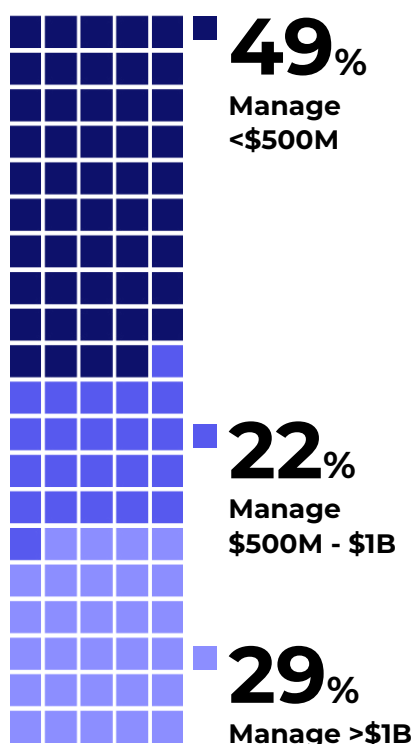
**Industry experience:** Respondents are seasoned in the private capital field, with an average of 13 years of experience.

**Firm assets:** Half of those surveyed (49%) work at firms that manage under \$500 million, 22% manage between \$500 million and \$1 billion, and 29% manage more than \$1 billion.

## Professional roles



## Firm assets



## Industry experience



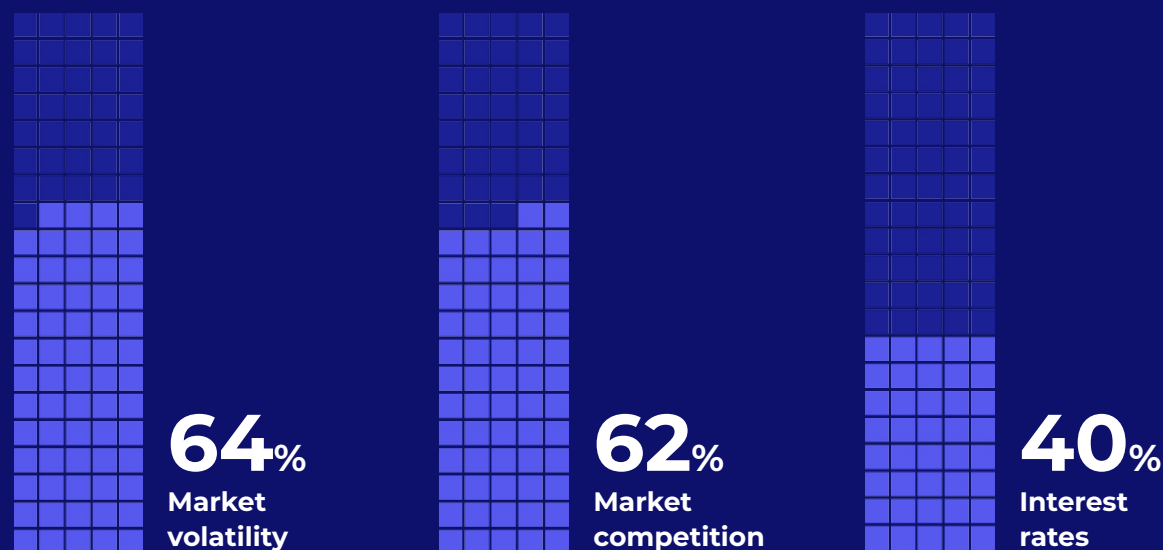
Average of  
**13 years** of  
experience

# Key Survey Insights: The Private Capital Outlook

Amidst market uncertainty in 2025, private capital leaders' caution came through loud and clear in our data. Here are their thoughts on the market, investment plans, and tech adoption.

## Private capital leaders signal a year of caution

Of all the concerns firms are facing in 2025, here are the top three:

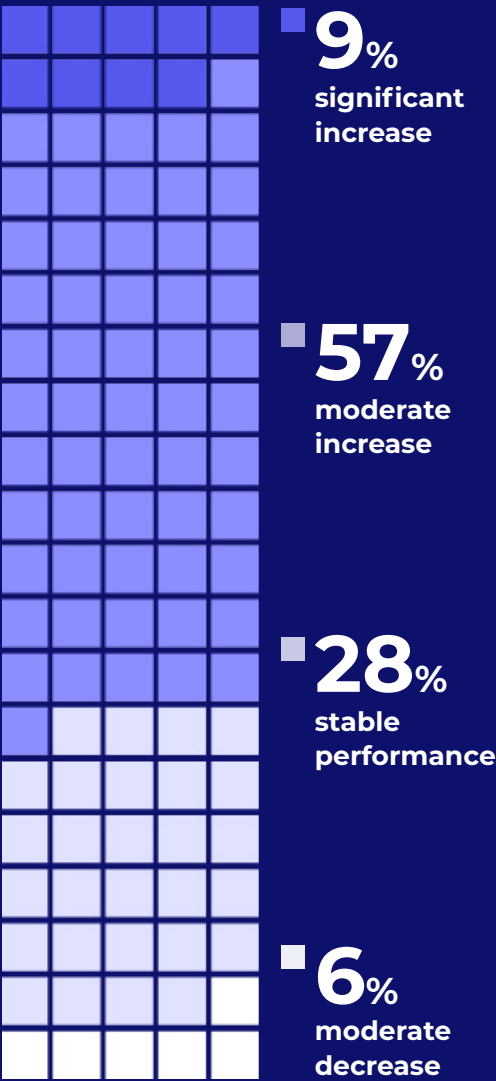


These challenges outpace other concerns like deal sourcing, investor expectations, and regulatory environments. Firms are keeping a close eye on the big picture—the market conditions and economic headwinds that will play a critical role in their portfolio performance in 2025.

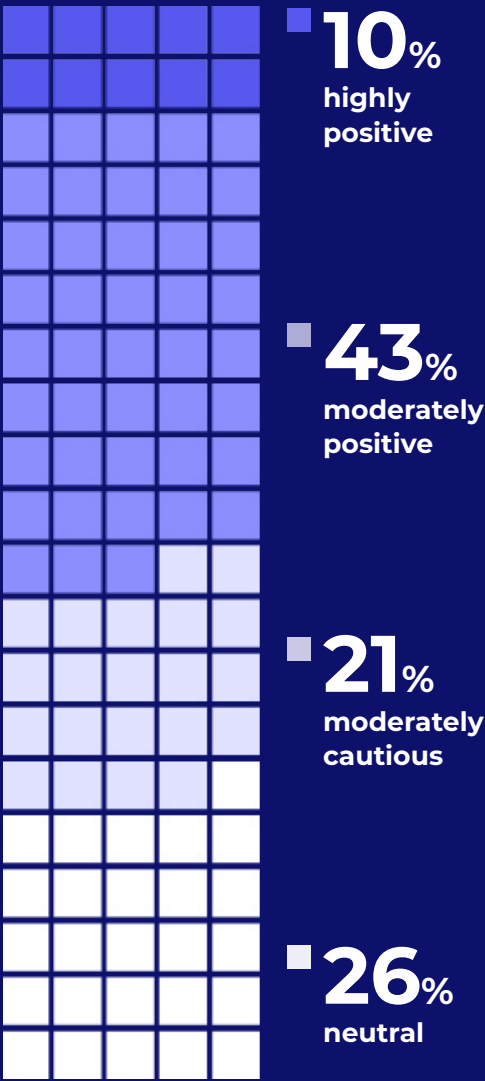
As a result, private capital leaders are cautious in their predictions about this year's deal activity. Just 9% anticipate a significant increase in the performance of their deal activity in 2025, while the majority (57%) expect a moderate increase, and another 28% expect stable performance. The remaining 6% believe they'll see a moderate decrease this year.

GPs see LPs showing similar levels of caution. Nearly half of respondents rate LP sentiment as either neutral (26%) or moderately cautious (21%). 43% characterize current LP sentiment as moderately positive, with just 10% rating it as highly positive.

PE leaders predictions



LP sentiment



## The takeaway for private capital leaders: LPs have a measured view of the market

Half of GPs believe LPs are, by and large, moderately positive toward the market. But a similar number of respondents expect stability in deal activity performance or perceive neutral sentiment toward the market.

Kelli Fontaine, partner at Cendana Capital, believes that part of the caution seen from LPs is that the 2021 hype cycle hasn't yet worked itself out. AI excitement further complicates investors' feelings: While some companies grow exponentially with AI, that success is far from universal.

"The sand is shifting under people's feet so quickly," she says. Kelli also points to the lack of distributions as a cause for caution. As LPs aren't seeing liquidity come back on expected timelines, they're reexamining their portfolios to reassess deployment pacing.

Fundraising efforts are still happening, adds Jef Rice, Altvia CTO, but most LPs are allocating capital to known and trusted managers. Even so, GPs can't rely on the proven track record of LP relationships like they used to. They need to stand out—which may mean testing out new, creative methods of raising capital.

Firms need the right technology and data to get them there. But with a large number of firms still relying on legacy systems, manual processes, and/or a lack of integrated data, those transformation efforts have a long way to go.



“

You're going to need to come to the market looking and sounding different because you do business differently.”

— *Jef Rice, CTO, Altvia Solutions*



# Fund managers eye conservative deployment and double down on relationships

**Capital deployment strategies** in 2025, while initially optimistic, also signal a relatively conservative, cautious approach. Respondents were asked to categorize their capital deployment strategy in 2025 as one of the following:

- A “significant deployment” of half or more of the firm’s dry powder
- A “moderate deployment” of between 25% and 50% of available capital
- A “limited deployment” of under one-fourth of capital
- A “market dependent strategy”

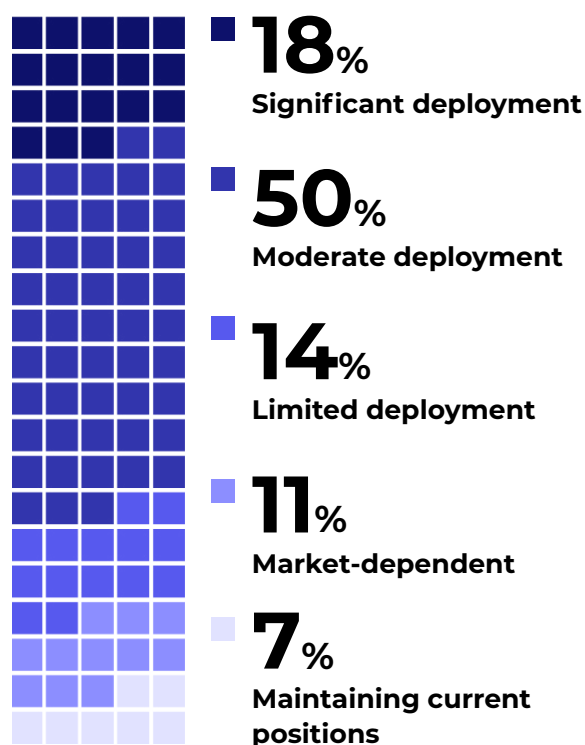
The responses were as follows:

How are firms approaching **fundraising** this year?

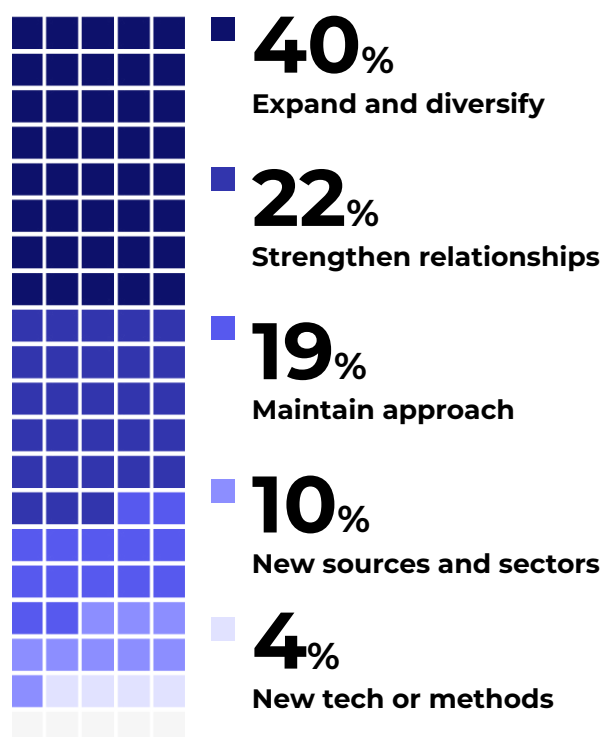
- 40% plan to expand and diversify their investor base, signaling efforts to de-risk in the face of uncertainty
- 22% plan to strengthen relationships with their existing LPs
- 9% will maintain their current fundraising approach with minimal changes

In other words, roughly as many firms are expanding their investor base as those keeping their current approach. Only a small share plan to seek capital from new sectors (10%) or adopt new fundraising methods (4%).

## Capital deployment strategy



## Fundraising strategy





## The takeaway for private capital leaders: Explore paths for strategic investor expansion

The private equity world runs on relationships and personal connections, no matter the state of the market. But relationships aren't strong or managed efficiently by default—they don't naturally scale, and it can feel impossible to “quantify” or “score” a relationship.

Rather, strong partnerships are built over time through consistent engagement and trust—not chance. To nurture these relationships long-term, firms need the tools to track the full context of the

relationship—every interaction, understand evolving interests, and show up with relevance at every stage.

As LPs become more sophisticated and assertive in their needs, firms need a new approach that is grounded in better research and due diligence, more thorough onboarding, and more frequent communication with investors. An advanced technology infrastructure is no longer a nice-to-have, but the key differentiator to unlocking critical insights and allowing them to make better decisions.



“

Firms that have always had the luxury of recommits and re-ups from existing investors and have seen solid returns for their investments are finally starting to realize they have to get more strategic than they used to be.”

— *Brie Aletto, CEO,*  
Altvia Solutions

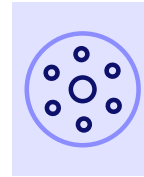
## Relationships remain integral to deal sourcing

Private capital leaders are predictably prioritizing relationships in an unpredictable market, which goes for deal sourcing as well. Four out of 10 private capital leaders plan to prioritize direct outreach and networking as their primary fundraising method. Traditional roadshows and investor meetings are a priority for 13%, private equity fund placement for 10%, and 31% will prioritize a hybrid approach that combines multiple methods.

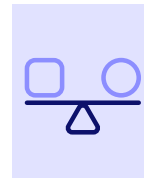
Likewise, the two most common methods for sourcing deals are proprietary networks and industry relationships. These outpace approaches like sector expertise, regional focus, and even data analytics.



**13%**  
Traditional roadshows & investor meetings



**10%**  
Private equity fund placement



**31%**  
Hybrid approach

## The data foundation firms need for better relationship management

When Kelli joined Cendana Capital, she knew she needed proprietary data. Even before she decided what she would do with it, she needed access: “That’s what the value is.”

It sounds simple. But access is a huge obstacle for firms with immature data architecture that get unstructured data from a wide range of sources. They’re interfacing with LPs and founders in Slack or WhatsApp and sharing calendar events, emails, and PowerPoints. Meanwhile, they’re using multiple systems of record, none of which talk to each other.

Historically, the integrations needed to connect every data source were cost-prohibitive.

Firms had to purchase an off-the-shelf product or recruit a consultant to connect everything. But the tech landscape has now shifted, and that no longer has to be the case.

Altvia’s focus is to partner with customers, taking on much of the technical burden that has made adoption and implementation an insurmountable challenge for firms. “We’re focused on making it easier to get more value out of your data,” Jef explains. “One of our goals is to make it super easy to get everything you do with a customer into that system of record.” Once firms remove barriers and silos, they unlock the full value of integrated systems, enabling their teams to work more efficiently, make better decisions, and drive stronger outcomes with connected data.

## The takeaway for private capital leaders: Data analytics offers potential as a dealmaking disruptor

While GPs may prefer proven, familiar deal-sourcing strategies during times of market uncertainty, this conventional approach ignores unique dealmaking advantages that can be achieved through a data-driven approach.

The missing ingredient for many GPs is tech maturity. Their systems and data aren't connected, their front and back offices aren't as collaborative as they could be, and valuable data remains fragmented and siloed. This poses a major problem: When data isn't connected, firms can't unlock its full value, and they struggle to become more strategic to meet rising internal and external expectations.

Going forward, the value of these insights will become an even greater differentiator in deal-sourcing success. Every firm has access to the same information from Pitchbook, Crunchbase, Preqin, Sourcescrub, and all the other major data providers, so those sources don't provide a competitive advance for deal-sourcing activities. Proprietary data is any firm's biggest competitive edge—but they have to be able to leverage it well.

“

To be forward-looking, we need to understand what's happened in the portfolio so we can ask the right questions today about tomorrow. We're looking for anything that makes it easier for us to ingest the data. The more data and information we can get into our systems, the easier we can capture insights.”

— *Kelli Fontaine, Partner,  
Cendana Capital*

“

All of that first-party data is incredibly important when it comes to deal sourcing. You can leverage every data point you can get your hands on, but you're putting your own twist on it as you go.”

— *Jef Rice, CTO, Altvia Solutions*

## Firms' tech adoption has a long way to go

Whether they're building relationships or researching their next big bet, firms rely on technology to get the job done—but most say their current systems are falling short:

- Just over half say their infrastructure is **established**: They have core systems in place with room for improvement.
- 30% still report a **developing** infrastructure: they have a **basic** system in place, with planned improvements
- 10% only have **essential** systems in place that require significant updates.

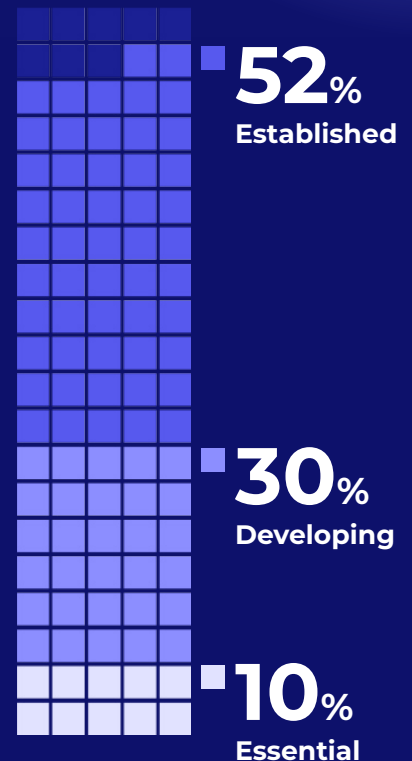
This means the majority of firms are operating without a modern, connected infrastructure needed to compete effectively. In a market where speed, data accessibility, and investor expectations are only rising, outdated systems are more than just a nuisance—they're a liability.

Firms that prioritize integrated, flexible platforms now will be better positioned to act faster, build stronger relationships, and outperform those stuck patching together legacy tools.

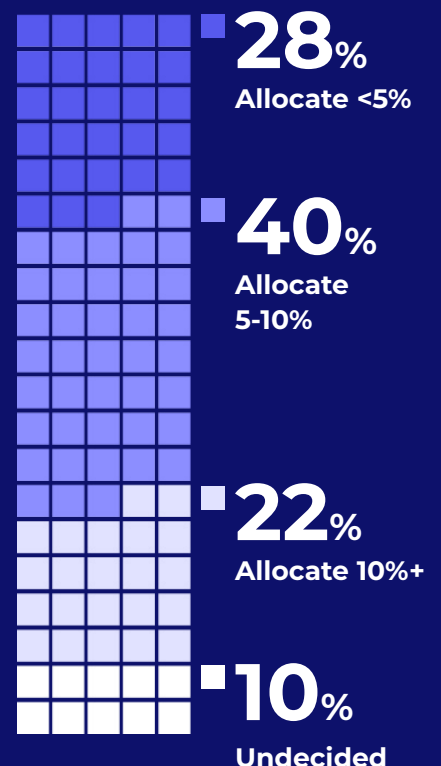
Respondents' tech spend reinforces the picture that firms' infrastructure is largely lacking. Nearly half say that between 5-10% of operating expenses go to tech (40%), with the second-largest group (28%) spending less than 5%. Less than a quarter are spending 10% or more, while 10% are still deciding how much to spend this year.

The data suggests that while firms recognize the importance of technology, many are still approaching investment with caution. Modest spending levels may reflect competing priorities or uncertainty about where to invest—but they also signal an opportunity. Firms that take a more intentional approach to tech investment now have a chance to get ahead by building the infrastructure needed for smarter decisions and stronger performance.

### Current technology infrastructure



### Allocation of operating expenses to technology



## Tech investment priorities are tilted toward enabling operational efficiency and data management

Why do firms buy new technology for their stack? In nine out of 10 cases, the biggest driver is **operational efficiency**. Leaders want to equip the firm's staff to move faster and speed up research, reporting, and admin tasks.

This emphasis on operational efficiency also reflects the constant struggles private capital firms currently face with inefficiency.

"We're an investment firm, so we should be spending our time doing the best diligence, the best research, and the best we can at investing," says Kelli. The problem is that most firms use the same outdated processes they did a decade or two ago. The lack of innovation limits visibility, while keeping essential workflows slower and less effective than they could be.

And in a market where speed, personalization, and precision matter more than ever, clinging to old systems isn't only inefficient—it's a liability that poses a threat of missing out on new opportunities.

**Data management needs** come in second place, pointing to the growing understanding that data is a differentiator; those that leverage it well set themselves apart from competitors, even in uncertain markets.

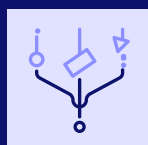
Despite tech's many benefits, some clear obstacles stand in the way of advanced tech architecture. Among 13 options, these three barriers come out on top:

- **Integration (54%).** Firms struggle to overcome the challenge of introducing new systems and tools into an outdated infrastructure.
- **Cost (51%).** At a time when private capital firms are already keeping their budgets close to the vest, finding the funds to transform their tech can be difficult.
- **Implementation (43%).** Many firms don't have the personnel power needed to oversee the transition.

The fact that data management closely follows operational efficiency in tech investment importance underscores another, deeper truth: These two goals are closely intertwined. Many firms facing one of these problems are also struggling with the other.

To unlock operational efficiency, you need the right data management strategy—and this is the big bet firms need to take.

### Obstacles to advanced tech architecture



**54%**  
Integration



**51%**  
Cost



**43%**  
Implementation





“

Managers are realizing they need to be more armed with data to tell a better story to LPs. The best founders create these outliers for the asset class are good storytellers, right? They're telling the story that will help them raise capital to get their customers. And I think the same thing is true with the venture capitalists. You have to be able to tell the stories of your companies and the markets that you're investing in to your investors.

“

The best founders are good storytellers so that they can raise capital to get their customers. The same thing is true with the venture capitalists—you have to be able to tell the stories of your companies and the markets you're investing in to your investors.”

— Kelli Fontaine, Partner, Cendana Capital

## How data helps firms execute

Over the last two decades, the tech pendulum has swung from one extreme to the other—and is shifting again. First came the rise of platform solutions offering centralized systems to run everything in one place. Then came the wave of point solutions, designed to solve specific problems, from sales intelligence to data and design.

Why the shift? There was a need for depth—teams wanted tools that solved their exact problems with precision. But as stacks grew more fragmented, so did workflows. Data lived in silos, context was lost between systems, and productivity suffered.

In the private capital world, this shift will help firms achieve firm-wide outcomes faster—without the friction of disconnected systems and redundant workflows.

If firms can leverage all of their data and make it well-understood, they can start to better meet the needs of their team and their LPs with data. Anyone in the firm, from associates to partners, can access real-time fundraising data and deal flow progression rather than having to ask someone else.

“We need data to make informed decisions, to understand where the portfolio is sitting, and to be able to analyze the portfolio and ask our managers the right questions,” Kelli says.

In Altvia’s platform, Kelli’s team has 78 dashboards that allow her to pull funds in the portfolio and quickly glean insights on attribution by partner and performance across the entire portfolio. “The more you can dig into these things, the deeper you can go and the better questions you can ask.”

Data management will also help firms tap into currently missed opportunities to build stronger relationships with investors. Three-quarters of respondents update LPs quarterly—but in most cases, LPs are looking for more frequent and proactive updates. These firms could, instead, pursue paths to communicate more proactively and frequently. For instance, Altvia’s LP portal offers a secure and reliable data room to keep investors in the loop with ongoing updates. Self-service options like these help firms drive transparency and enhance investor confidence.

Investor relations  
should be an outcome  
of business-wide data.

ShareSecure

Home Documents Analytics

CALE CRONA PORTFOLIO CALE CRONA CAPITAL ACCOUNT STATEMENT TRACK RECORD

Committed Capital		Contributions To Date		Distributions To Date		Unfunded Capital	
\$4,164,000.00		\$3,354,000.00		\$2,738,000.00		\$810,000.00	
Account	Investor Legal Entity	Fund	Commitment Date	Original Commitment	Current Commitment	Contributions to Date	Contributions Remaining
Cale Crone	Cale Crone Family Trust	OMPEI	Mar 5, 2020	\$474,000.00	\$474,000.00	\$474,000.00	\$0.00
Cale Crone	Cale Crone IRA	OMPEI	Mar 5, 2020	\$1,500,000.00	\$1,500,000.00	\$1,500,000.00	\$0.00
Cale Crone	Cale Crone Family Trust	OMPEII	Nov 15, 2022	\$1,860,000.00	\$1,860,000.00	\$1,200,000.00	\$660,000.00
Cale Crone	Cale Crone Family Trust	OMPEIII	Oct 14, 2024	\$330,000.00	\$330,000.00	\$180,000.00	\$150,000.00

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## The takeaway for private capital leaders: Consider a building block approach to tech investment

It's no surprise that the prospect of transforming the tech infrastructure of your firm might be daunting—especially given the external challenges coming to surface in 2025. But tech investment and transformation doesn't have to happen all at once. In fact, we recommend a measured, stepwise approach to moving past the status quo.

That starts with finding not only a tech vendor but a *partner* that can take a purposeful approach to onboarding, integration, and rollout. If implementation is an obstacle, look for a support-focused vendor who can handle the technical aspects so you can roll out new tech thoughtfully, based on the problems you need to solve and the budget you can allocate to it.

### → Here's how we envision this process playing out:

# 1

Your first goal should be to address the underlying issue of operational inefficiency. To do that, you need to shift to a single, comprehensive source of truth that brings every data source under one roof, ideally stemming from a data lake. Firms need to get rid of data silos and create stronger collaboration across their staff. When everyone can access the data they need through self-service reporting and dashboards, they can act on it for better research, reporting, and relationships.

# 2

Once you've taken action to streamline your data and remove the redundancies in your processes, you have the foundation to glean deeper insights from the data. You can collect first- and zero-party data from unstructured data sources (the PDFs from founders and texts with investors), and get a more complete picture of the data to have more informed conversations and more thorough due diligence. Whether you're surfacing insights for LPs, adjusting your deal sourcing strategy, or prioritizing the right investors, data-driven insights pave the path to firm success.

## As an investment opportunity and an internal tech investment, firms see AI as both influential and overvalued

In a year of big bets, private capital leaders must make an important distinction: When is the AI hype simply noise, and when does it signal true innovation potential? More than three-quarters of respondents (78%) place AI/ML adoption as the top trend in their industry, with market democratization placing a distant second (15%).

At the same time, private capital leaders are nearly twice as likely to say AI is overvalued (30%) as they are to say it's strongly valued (17%). Combined with the additional 41% that think it's moderately valued, respondents signal that they believe AI's current valuation in the market is overhyped.

These attitudes influence how firms are approaching AI investment decisions on two

different fronts: Both as a firm looking to expand or diversify its AI business holdings, and as a potential AI consumer eager to integrate AI into the company's existing tech stack.

In both cases, firms aren't interested in simply investing in AI for AI's sake. They want to know how those AI companies differentiate themselves in a crowded market.

The most common driver for investing in an AI company is its competitive positioning (mentioned by 71% of respondents), followed by market growth potential (63%). AI features are now table stakes. The companies with the greatest investment potential are using AI differently from their competitors—and have carved out a clear path to growth.

→ While **8 out of 10** believe that AI/ML adoption is the biggest industry trend, only **17%** believe AI is strongly valued in the market.

“AI is a foundational technological shift, and there will be huge outcomes and opportunities. As a firm, you're looking for the best founder who's going to tell you something you have not even thought of in this market. But you need to have some framework and thought around it to make the best investments in it.”

— Kelli Fontaine, Partner, Cendana Capital

## Firms are taking a restrained approach to AI and other tech purchases

Operational spending for tech skews low, while the firms with advanced infrastructure are few and far between—and firms point to integration, cost, and implementation as the biggest obstacles to new adoption. Jef sees several mitigating factors that keep private capital leaders cautious when it comes to adopting new tools like AI, even those that could transform funding:

- **Varied AI outcomes.** AI continues to be the elephant in the room. By now, everyone's experimented—but both Kelli and Jef point out that many of these early forays into internal AI usage have led to mixed results, which sparks uncertainty.
- **Regulatory uncertainty.** Data privacy, governance, and compliance guidance for AI remains unclear. Regulations change constantly, which concerns firm leaders who also know that clean, structured data is a non-negotiable element of AI. "They feel like they need to make the bed and set the table before they can have people over," Jef says.
- **Perceived and actual cost of change.** Add in the uncertainty of the market, and firms are hesitant to spend the significant money and time required to adopt new technology. When a firm's sole focus is raising its next fund, transforming its tech infrastructure can feel like a distraction from that goal.

Before firms even consider making the change, they want to see clear proof of value. They want vendors to not just tell them but show them firsthand how new tools will change deal sourcing, due diligence, or portfolio management.

Barring that evidence, they'll stay as efficient with their budget as possible. Many firms won't seek out a new tool or system if their current solution isn't visibly broken, even if their current system is holding them back in ways they don't realize.



In places where the pressure is always to be more efficient and spend less to make more, large-scale investments in tech infrastructure can fall by the wayside because historically they have been very expensive."

— Jef Rice, CTO,  
Altvia Solutions

## First-party data can turn AI into a difference-maker

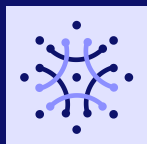
In a people-focused business, data can be a heavy lift. It's also the key to managing your deals and investor relationships. As Brie explains, AI takes the value of that investment even further: "Being able to use AI on top of your data will pay dividends for the total cost of systems ownership and slowly penetrate across the firm."

But one of the current issues with AI usage is that many firms are working from the same foundational LLMs. Because these models are pulling from the same public sources, they're also sharing the same intel on investors and deals with all users. Everyone reaches competitive parity incredibly quickly and can't make unique decisions.

The firms that will succeed through the current volatility are using AI as a differentiator. They're feeding it with first-party data that their competitors don't have. They're using it to perform due diligence faster and more in depth. They can zero in on the true potential in tech, including AI's capacity to change how they run funding.

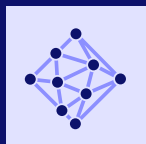
Aside from their CRM, private capital leaders point to three software categories as most valuable:

### Most valuable software categories



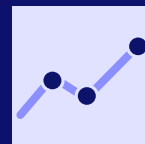
**18%**

**Deal management  
system**



**10%**

**AI/ML  
solutions**



**9%**

**Analytics or  
reporting tools**

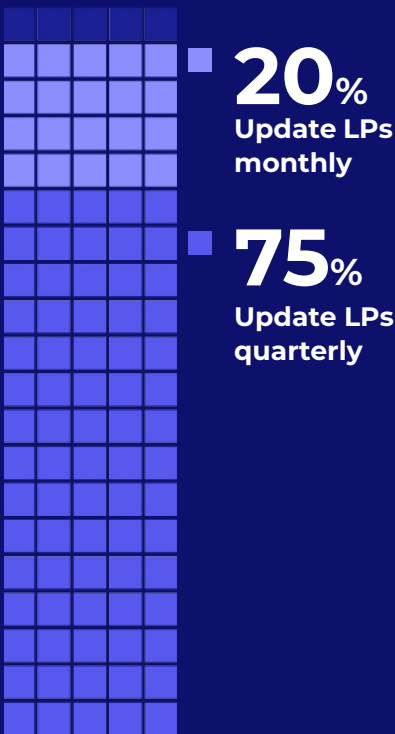
These responses rank AI and analytics at nearly the same importance—which tracks with data analytics’ pivotal role in implementing AI.

Tech infrastructure shapes how firms build and maintain relationships over time, but most of those firms recognize they could be doing more. Three-quarters of respondents hold quarterly LP updates, while just 20% update LPs monthly. This could signal that the majority of firms lack the right tools and tech to support a higher cadence of interaction.

Within these updates, more than nine out of 10 respondents reported that LPs most highly prioritize performance data and portfolio updates.

Given the disparity between the importance of relationships and the infrequency of LP updates, we asked respondents about their views on digital investor portals: two-thirds call them essential or important.

Frequency of LP updates



## The takeaway for private capital leaders: Use AI to uplift your entire tech stack

If relationships are the engine of your firm, data is the fuel. The more you can get out of your data, the more you can deepen personal connections and create differentiated fund and deal sourcing strategies. AI takes this further by allowing firms to effectively leverage their first-party data from customer interactions and external data sources for more efficient management of every deal and every raise.

Internal AI success for firms starts with a strong data foundation. That's why, two years ago, Altvia made the call to go all-in on data before going down the AI path. "We made sure that there's a data lake that sits beneath our platform that makes it super easy to get data in and out of the system," Jef says. "Then we can layer on AI, machine learning, forecasting, or anything else we want to do."

The key is a purpose-built approach. Rather than chasing the latest LLMs, Altvia allows customers to collect and draw insights from their unstructured data based on their priorities and goals rather than creating generic solutions.

The AI hype cycle is hard to ignore. It might feel like you have to go all-in on AI or do nothing at all. At the same time, it's tempting to keep enduring broken, inefficient processes you've endured for years.

But tech transformation is an evolution over time. It doesn't start with AI sitting between you and the customer. It starts with ensuring your data is well-understood and unified so your entire firm can work better, access insights, and, finally, outsource the right steps in the research process to AI.

“If AI can't sit on top of your data, it's just a parlor trick that gives you terrible answers.”

— *Jef Rice, CTO, Altvia Solutions*

How might this look in practice?

**Here are two sample processes with Altvia's AI chat tool AIME:**

# 1

## **Deal workflow.**

Imagine you'd like to invest in a specific company. You prompt AIME with something like, "I'm interested in investing in Company Y for my next fund. Create an investment profile." AIME reviews the CRM to determine if there's an existing profile—if not, the tool offers to research the company via external sources and create a profile. AI steps in again by scanning your emails to see if you've talked to the company before, finding the account and two contacts, and retrieving their pitch deck. Between these steps, you still play an active role by creating contacts, attaching the materials AIME found, and setting meetings. But AI connects the dots, quickly scans a large amount of data, and surfaces the information at your fingertips so you can take strategic steps and make more informed decisions faster.

# 2

## **Fundraising.**

You just met a prospective investor and want to add them to a specific campaign and set up a follow-up. You can prompt AIME with that information, and the tool will scan the CRM system and take action as trained to set up a new prospect. You take steps to create the account and add them to the appropriate fund space. AI researches the investor by crawling news sources and any internal data related to them, while you invite the contact and create the meeting.

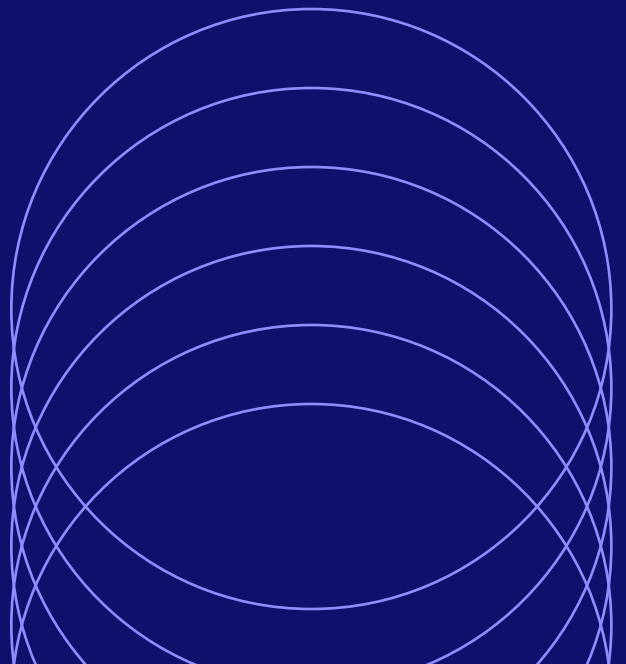
# The right tech to make the right calls in 2025

Private capital leaders are feeling the pressure right now. While market volatility and other economic headwinds are pushing many private capital leaders to consider conservative capital deployment and deal-sourcing strategies that lean on existing relationships, they must also accommodate internal and LP demands to leverage AI and other tech investments to transform operations through data-driven efficiency.

In a year where every decision carries weight, standing still is its own risk. **The firms that will win in 2025 aren't waiting for perfect conditions—they're investing in systems that make better decisions possible.**

Data doesn't only support operations—**it also drives outcomes.** And when paired with the right tech partner it becomes the foundation for smarter fundraising, stronger relationships, and a lasting competitive edge.

Do you have the tools and partners to inform the big bets you're eyeing in 2025 and beyond? Altvia handles the challenges of implementing a new tech infrastructure so you can focus on the business goals you want to achieve.







Unlock peak productivity with our platform  
built for the needs of private capital,  
and keep the right data at your fingertips.

**Book a demo with our team to get started.**

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# About UserEvidence

UserEvidence is a software company and independent research partner that helps B2B technology companies produce original research content from practitioners in their industry. All research completed by UserEvidence is verified and authentic according to their research principles: Identity verification, significance and representation, quality and independence, and transparency. All UserEvidence research is based on real user feedback without interference, bias, or spin from our clients.

## UserEvidence Research Principles

These principles guide all research efforts at UserEvidence—whether working with a vendor’s users for our Customer Evidence offering, or industry practitioners in a specific field for our Research Content offering. The goal of these principles is to give buyers trust and confidence that you are viewing authentic and verified research based on real user feedback, without interference, bias, and spin from the vendor.

### Principle 1 — Identity verification.

In every study we conduct, UserEvidence independently verifies that a participant in our research study is a real user of a vendor (in the case of Customer Evidence) or an industry practitioner (in the case of Research Content). We use a variety of human and algorithmic verification mechanisms, including corporate email domain verification (i.e., so a vendor can’t just create 17 gmail addresses that all give positive reviews).

### Principle 2 — Significance and Representation

UserEvidence believes trust is built by showing an honest and complete representation of the success (or lack thereof) of users. We pursue statistical significance in our research, and substantiate our findings with a large and representative set of user responses to create more confidence in our analysis. We aim to canvas a diverse swatch of users across industries, seniorities, personas - to provide the whole picture of usage, and allow buyers to find relevant data from other users in their segment, not just a handful of vendor-curated happy customers.

### Principle 3 — Quality and Independence

UserEvidence is committed to producing quality and independent research at all times. This starts at beginning of the research process with survey and questionnaire design to drive accurate and substantive responses. We aim to reduce bias in our study design, and use large sample sizes of respondents where possible. While UserEvidence is compensated by the vendor for conducting the research, trust is our business and our priority, and we do not allow vendors to change, influence, or misrepresent the results (even if they are unfavorable) at any time.

### Principle 4 — Transparency

We believe research should not be done in a black box. For transparency, all UserEvidence research includes the statistical N (number of respondents), and buyers can explore the underlying blinded (de-identified) raw data and responses associated with any statistic, chart, or study. UserEvidence provides clear citation guidelines for clients when leveraging research that includes guidelines on sharing research methodology and sample size.