



dakota

What is **Dakota Marketplace?**

Dakota Marketplace is based upon the belief that the larger number of qualified buyers a business has, the more revenue they will generate. We believe the thing that matters most to a business is their total addressable market (TAM) of companies that buy what they sell. It's a belief that investment distribution has changed, salespeople are asked to cover more channels that ever before and don't have the time to build their TAM from scratch. Marketplace provides an investment firm an instant TAM of qualified institutional investors.



BRIEF

What is **Dakota Marketplace** not?

Dakota Marketplace is not a massive data set of 100,000+ accounts and contacts. It's a highly selective group of investment allocators (~3,200 accounts, ~11,000 contacts) that an investment sales professional would want to call on to raise money. All accounts are verified that they allocate capital to outside managers. All accounts and contacts are updated daily by the Dakota Investments sales team.

How is the Marketplace data updated?

Marketplace is unique because the creators of the database use the database daily to raise money (Dakota Investments sales team), so it's naturally updated by its users.

Additionally, Dakota created a system for updating the data in other ways:

01

We have a four person database administration team who updates the data daily.

02

We use an email bounce technology that runs daily that identifies bad emails addresses.

03

We use an email address updating technology that to help us find new email addresses.

04

We use LinkedIn to see when contacts change their LinkedIn profile and then we update the contacts in Marketplace.

The screenshot displays the Dakota Marketplace interface. At the top, there is a navigation bar with tabs for 'Activity Stream', 'Searches', 'Accounts', 'Contacts', 'Metro Areas', 'Dakota Content', and 'Reports'. A search bar is located on the right side of the navigation bar. Below the navigation bar, the current view is 'New York City' with a star icon and an 'Edit' button. The main content area shows a 'Description' section with text about the New York City Metro Area, followed by a 'Map of New York City' section with 'Map it' and 'Clear All' buttons. Below the map, there is a list of related records with filters for 'All' and 'All Records'. The list includes categories such as 'CONTACTS - HOME OFFICE NOT IN NEW YORK CITY (10 of 11+)', 'CONTACTS - IN NEW YORK CITY HOME OFFICE (10 of 11+)', 'ACCOUNTS (10 of 11+)', 'RIAS (10 of 11+)', 'WIREHOUSE TEAMS (10 of 11+)', 'FOUNDATIONS (10 of 11+)', 'SEARCHES (10 of 11+)', 'FAMILY OFFICES (6)', 'BROKER-DEALERS (8)', 'BANKS (4)', 'DAKOTA CONTENT (5)', and 'CONSULTANTS (10)'. Each record has a plus sign icon to its right. At the bottom of the interface, there is a footer with the Dakota Marketplace logo and links for 'Mobile', 'Shortcuts', 'Feedback', and 'Help'.

What accounts and contacts does it include?



Intermediary Channels

Intermediary accounts and contacts include RIAs, Multi-Family Offices, Family Offices, Banks, Bank Trusts, Independent Broker Dealers, top Wirehouse Teams, Mutual Fund Sub-advisory and Insurance Sub-advisory.



Institutional Channels

Institutional accounts and contacts include Institutional Consultants, Alternative Investment Consultants, OCIOs, Foundations and Endowments, Public and Corporate Pension Funds, Insurance General Accounts, Fund of Funds, Hospital Endowments and many other specialized institutional pools of capital.

Are Marketplace Account and Contacts more focused on the Intermediary channels?

No. We have raised over ~\$10 billion in the Institutional channels in addition to the ~\$20 billion we have raised in the Intermediary channels, so Marketplace data is deep and accurate in both the Intermediary and Institutional channels.

We currently raise capital for a real estate debt fund, a private equity fund and a private credit fund, where we focus on the Institutional channels.



How is Marketplace different from other institutional investor databases?

Each institutional investor database serves a specific purpose and has a focus. Prequin focuses on alternatives; RIA Database on RIAs and other intermediary channels; Discovery on RIAs and Insurance agents; Money Market Directory on institutions; FinSearches on Searches; MandateWire on searches; Genesis on sub advisory and IC Research on Institutional Consultants.

Dakota Marketplace has a different focus. Marketplace is focused on the investment sales professional and how they work. Investment sales professionals need to spend their time setting up meetings, not researching who to call on. We provide the investment sales professional a highly selective, accurate and up-to-date set of investment allocators to call on to set-up meetings. No research required.

What types of firms use Marketplace?

Marketplace is built for investment sales professionals at any investment firm who raise capital across all asset classes, including long-only equities and fixed income, hedge funds, alternative strategies of all kinds and private equity, private real estate and private credit.

Investment firms that do not raise money each year, like a private equity fund, can still benefit from Marketplace as we have a service that syncs our Marketplace Data with their Salesforce, keeping their accounts and contacts updated on a daily basis, so when they need to raise capital their data is fresh.





What does Marketplace cost?

Marketplace is \$11,500 annually for two user licenses.

Does Marketplace include additional information on accounts?

Yes. We include Account Descriptions, which gives our subscribers an in-depth understanding of an Account written by an investment sales professional. The key factor here is that the Account Descriptions are written by a peer in the industry, one of the Dakota Investment Sales Professionals, and they know what an investment salesperson wants to know about an account.

We include Investment Preferences where we check the boxes of whether a firm will invest in active management, private equity, private real estate, MLPs, private credit, infrastructure, muni's, what type of fixed income, etc. So before calling a firm, you have a general idea of what they invest in. We include the name of the consultant(s) an allocator uses if they use a consultant.

We do not include any proprietary information on what firms are invested in unless that information is publicly available.

Dakota Live! Past Calls are Located Within Marketplace

With over 70 Dakota Live! Calls and 9 Dakota Live! for Alternative Investment Strategies, all past content is located within Marketplace. That includes over 80 Allocator Interviews, 40 Metro Area Reviews and 85 Key Account Overviews. The content is conveniently located within each Metro Area, Account screen and Contact screen for easy viewing.

The screenshot displays the Dakota Marketplace search interface. At the top, the logo "dakota marketplace" is visible. Below it, a navigation bar includes "Activity Stream", "Searches", "Accounts", "Contacts", "Metro Areas", and "Content". The main search area features a "Search by" section with a magnifying glass icon and a "Save" button. A dropdown menu for "Asset Class" is open, showing a list of options: "Emerging Market Equities", "Global Equities", "Sector Equities", "US Fixed Income", "International/Global Fixed Income", "Private Equity", "Private Credit", and "Private Real Estate". Below the search filters, a table lists search results with columns for "Search Name", "Account", and "Metro Area".

Search Name	Account	Metro Area
Emerging Markets Equity	City of Sunrise Fire...	Ft. Lau
Small Cap Funds	US Bancorp	Minnea
Open-Ended Real Estate	Danvers Contributa...	Boston
Large Cap Value	PNC Bank	Philade
EM Debt	Janney Montgomer...	Chicago

Get In-Depth Account Information

The screenshot shows the Dakota Marketplace interface. At the top, there's a navigation bar with 'dakota marketplace' logo and menu items: Activity Stream, Searches, Accounts, Contacts, Metro Areas, and Content. Below this, a location pin icon is next to 'New York City', with navigation arrows and an 'Edit' button. A section titled 'Contacts - Home Office Not In NYC (203)' is expanded to show a table of contacts.

Name	Account	Type	Metro Area	Title	Email
Caleb Tuten	Wells Fargo	Bank	St. Louis	ESG	cltuten
Niles Bryant	Bowdoin College	Endowment	Boston	Dir. of Investme...	nilbryant
Christine Chen	William Penn	Foundation	Philadelphia	Analyst	cchen@
Robert Picard	First Republic...	Bank	San Francisco	Alt Investment	rpicard@
Noel Collins	Mercer Consult...	Consultant	Chicago	Fixed Income An...	noelcollins

Quickly access the critical information you need to gather before calling on a lead. From an in-depth description of the account to a detailed list of relevant contacts and the asset classes they cover, Dakota Marketplace puts it all at your fingertips.

Speak With Our Team

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