

MDSV Capital

Founded in 2021, MDSV Capital is a Palo Alto, CA-based venture capital firm seeking to invest in early-stage deep-tech companies. The investment team at MDSV comprises five individuals, all seasoned Silicon Valley entrepreneurs with 25+ years of investment experience. Fundraising & Investor Relations Partner, Peter Ashley, has spent three decades in

Venture Capital | Deep Tech

Silicon Valley building technology products and businesses and is the former Director of Business Development for Paypal, where he led Investor Relations for 500 Startups Funds I and II. Managing Partner, Michael Downing, has co-founded six software companies over 28 years. Downing is an early-stage investor in 60+ tech companies.

Challenges

Prior to joining FINTRX, the investment team at MDSV Capital found it difficult to navigate the family office ecosystem. As an emerging venture fund launched in 2021, MDSV Venture Partner, Peter Ashley, had trouble identifying and qualifying suitable family office prospects. As a venture capital fund focused on deep technology, the group seeks like-minded groups that are well-matched to their industry focus. This was a goal that was quickly accomplished with the help of the FINTRX database.

Results

Since becoming a client, FINTRX has enabled MDSV Capital to target family office investors best suited for their venture fund. Our intuitive search functionality equipped with 75+ filters delivers a clear and organized path to understanding the current investment interests of family offices worldwide. Additionally, FINTRX provides deep intelligence into family office contacts, saving time and ultimately allowing the firm to strengthen those new relationships in a humanized, yet effective way.

"Identifying, qualifying and contacting prospective investors for a venture fund is challenging at any time and it's tougher than ever today. The FINTRX Platform makes me more effective in my Investor Relations role." - Peter Ashley, Partner, Fundraising & Investor Relations, MDSV Capital

Having access to our platform has allowed for the ability to cultivate lists of well-aligned family offices that may be interested in their investment opportunities down the road.



"FINTRX has compiled a deeper database than any other I've seen and the Platform makes it easy for me to identify the family offices that are most likely to be interested in our fund. With FINTRX I'm able to reach out with a relevant message to the most interested investors, which saves and respects everyone's time. Great experience, I'd recommend FINTRX to anyone needing to connect with family offices."

Peter Ashley

Partner, Fundraising & Investor Relations, MDSV Capital

