

## 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 firm offers an integrated venture investment strategy that *"amplifies the best return-generating characteristics of venture and simultaneously dampens downside risk."* MDSV maintains a pipeline of six to eight direct investments per year. Its investment

## Venture Capital | Deep Tech | Fund of Funds

team is comprised of five individuals, all seasoned Silicon Valley entrepreneurs with 25+ years of investment experience. Investor Relations Partner, Peter Ashley, has spent three decades in Silicon Valley building technology products and businesses. Managing Partner, Michael Downing, has co-founded six software companies over 28 years and 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 Investor Relations Partner, Peter Ashley, had trouble identifying and qualifying suitable family office prospects. As a venture capital fund focused on deep technology and fund of funds, 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 375+ 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, Investor Relations Partner at 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, Investor Relations  
MDSV Capital*



## About FINTRX

FINTRX is a unified data & research platform providing comprehensive data intelligence on **850,000+** family office & investment advisor records, each designed to help asset-raising professionals identify, access & map the global private wealth ecosystem.

FINTRX is a vertically integrated software and data platform that enables wealth professionals, financial institutions and asset management firms to seamlessly map, access and sell into the global family office, broker dealer and registered investment advisor ecosystems. Thousands of users at leading firms trust FINTRX to leverage the power of intelligent data, target the correct firms for capital raising, build stronger relationships, and make better data-informed decisions.

FINTRX's intuitive search engine, proactive alerts, network-expanding capabilities, and warm introduction paths help customers efficiently uncover new opportunities to grow their business and drive successful outcomes.

Access to FINTRX data is delivered via its award-winning cloud-based platform, fully integrated iOS mobile applications, and its many CRM and API connectors, including Salesforce, Navatar, Hubspot, Snowflake, and others. Using automation, artificial intelligence and our expansive research team, we put real-time data in your hands to ensure successful outcomes.

**Request a demo below for more information on how FINTRX can simplify your capital raising processes.**

Schedule Demo



## FINTRX Platform Features

### ❖ Raise Capital

Using automation, artificial intelligence and our expansive research team, we put real-time data in your hands to ensure successful outcomes.

### ❖ Unlock Your Network

Uncover your shared commonalities to drive better rapport with **850,000+** decision-makers.

### ❖ Enrich Your Data

Uncover hidden networking opportunities within your data to drive better prospecting and deliver successful outcomes.

### ❖ iOS iPhone & iPad Mobile Application

Access FINTRX family office & RIA data directly from your iPhone and iPad. Increase efficiency, identify prospects & bring FINTRX with you on the go.

### ❖ Market Intelligence

Filter through areas of investment interest, AUM, asset flows, intent signals, potential associates and more...