

Ouroboros Group



Private Equity

Founded in 2017, Ouroboros Group is a private investment firm that specializes in middle-market corporate acquisitions and operations and works within a diverse set of industries including manufacturing, healthcare and consumer goods. Ouroboros also

has a branch that specializes in early stage and minority investments within the consumer goods vertical. The firm invests in companies that exhibit fundamental and durable trends leading to outsized growth and market leadership.

Their Challenge

For those looking for co-investment opportunities, the largely untapped family office space offers a wealth of resources. Family office funding is seen as incredibly desirable thanks to its exemption from institutional mandates, long-term staying power, and general flexibility. However, family offices are notoriously difficult to infiltrate, and it can be extremely difficult to identify relevant contacts. These were the issues facing Ouroboros Group in their search for co-investment prospects.

Despite having worked with family offices in the past and being familiar with the ecosystem, Ouroboros Group was looking to expand their rolodex of family office contacts. The firm eventually turned to the [FINTRX Private Wealth Data & Research Platform](#) which would enable them to identify family offices that were looking for co-investment opportunities within the same industries as they were.

Ouroboros Group was able to successfully leverage the FINTRX platform to network and garner profitable financing partnerships. By granting the team access to our vast dataset of over 3,700+ investors and 19,500+ family office contacts, FINTRX greatly assisted the firm by *"allowing quality capital connections to be made."*

"Wonderful platform that has produced high-quality capital leads and has helped in building out our capital pipeline for existing and future investments."



Samantha Ory

*Founder & General Partner at
Ouroboros Group*

The Results

By partnering with FINTRX, Ouroboros Group was able to substantially expand their network and make connections with family offices that are well-matched for their investment goals. FINTRX provided the resources needed to effectively drill into the obscure family office ecosystem.



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...