

Velocity Capital Management



Private Equity

Founded in 2021, Velocity is a New York-based alternative investment firm that collaborates with founders and executive teams to build best-in-class sports, media and entertainment companies. Velocity targets five key sectors including sports, content & IP, gaming, sports betting and fitness & wellness. With 60+ years of collective investing, operating and ownership experience, Velocity's founders have held leadership positions at Apollo, ESPN, Harris Blitzer Sports & Entertainment and Sportradar. Velocity prides itself in being more than a provider, but a true value-add, operational partner to create the next generation of sports, media and

entertainment companies. The group targets \$10M to \$50M investments in companies valued between \$100M and \$2B. While the firm targets growth-stage investments, they focus on downside protection and apply a 'buyout' level of underwriting. A team of seasoned professionals backs the firm, with Jessica Li, Partner and Head of Investor Partnership, overseeing Business Development and Investor Relations efforts. Velocity strives to provide uncorrelated, attractive risk-adjusted returns for their investors by being at the forefront of a new institutional asset class: sports, media and entertainment.

The Challenge

Like so many partnership leaders, Li set out to source quality leads for raising capital when she quickly ran into several challenges. There was no sourcing tool that focused on private wealth data as this information is often limited and outdated. Existing tools that focused on institutional investors have very bare profiles of the coveted family office ecosystem.

Sourcing like-minded LPs is no easy task but ultimately guarantees a strong partnership long after a fund's inception. To do this effectively, Li would need access to an unparalleled private wealth data and research solution, one with the ability to search by industry or sector, in this case, all things sports, media and entertainment.

Jessica serendipitously met a former FINTRX employee who referred her to the FINTRX Family Office & Registered Investment Advisor (RIA) Database solution to gain credible insights and access to 3,500 family offices, 740,000 investment advisors and the tools necessary for productive outreach.

search filters, FINTRX makes it easy for Li and her team to sort through promising leads, monitor important updates, segment by territory and much more.

Our expansive contact information features job titles, direct email addresses, phone numbers, common connections, alma maters, past employment history and brief bios that ultimately help keep Li prepped for all meetings.



"The format is extremely easy to use and whenever I needed it, FINTRX delivered."

The Outcome

In utilizing the FINTRX Family Office & RIA Database, Velocity saw results within months. Li can now filter for the investors that would be interested in their firm's focus. With detailed profiles of 435,000+ family office and investment advisory firms and 375+



Jessica Li

*Partner & Head of Investor Partnerships,
Velocity Capital Management*



About FINTRX

FINTRX offers comprehensive private wealth data intelligence on Family Offices and Registered Investment Advisors (RIA's). Our data ensures you have access to current and accurate information - driving more meetings and increasing efficiency for your business.

FINTRX provides comprehensive data intelligence on 850,000+ family office & investment advisor records, each designed to help you identify, access, and map the private wealth ecosystem. Explore in-depth dossiers on each family office & investment advisor. Access AUM, source of wealth, investment criteria, previous investment history, sectors & industries of interest and advisor growth signals, among other key data points.

Additionally, FINTRX provides insight and expansive contact information on 850,000+ decision-makers, featuring job titles, direct email addresses, phone numbers, common connections, alma maters, past employment history, brief bios & much more.

Industry-leading financial firms leverage our powerful algorithms and expansive research team to better access the complex and rapidly changing private wealth ecosystem.

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

For further insight on how FINTRX can streamline your capital raising efforts, request a free trial below.

Schedule Demo



Platform Features



Raise Capital

Identify family offices & Registered Investment Advisors that align with your fundraising goals



Unlock Your Network

Our algorithms uncover your hidden networking opportunities, driving greater rapport and warm conversations



Enrich Your Data

Our enrichment technology ensures you are armed with the most accurate data intelligence available



Market Intelligence

Monitor new hires, new capital formation, recent investments, investment interests, and much more