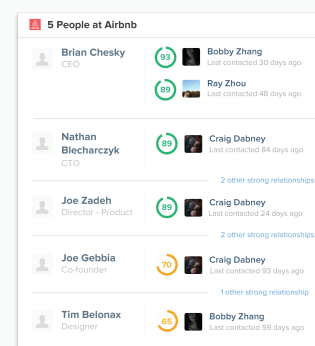affinity

Affinity is a relationship intelligence platform built to expand and evolve the traditional CRM. Affinity instantly surfaces all of your team's data to show you who is best suited to make the crucial introductions you need to raise your next round of funding and close your next big deal. Using AI and natural language processing, Affinity helps your team curate and grow its network by unlocking introductions to decision makers and auto populating your pipeline to increase sales velocity.

Get the intro. Map out your team's relationship graph. Discover the entire rolodex of prospects your investors and advisors are connected to and unearth valuable introductions.

Eliminate manual data entry. Get rid of spreadsheets for contact management and reduce the complexity thanks to automatic contact updating.

Effectively manage pipeline. Keep track of meetings, manage follow ups, and receive instant updates related to your pipeline as your team works.
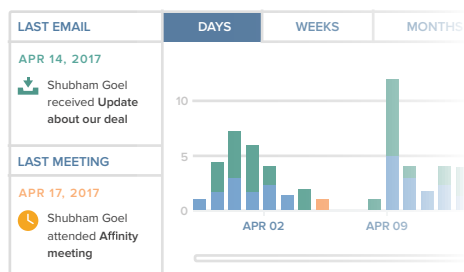
THEIR CONNECTIONS, YOUR NEXT BIG OPPORTUNITY

How can my investors and advisors get me connected to my next most important customers?

Eliminate the guesswork involved in asking for introductions. Stop cross-checking across LinkedIn, your CRM system, and other platforms hoping to stumble upon the right individuals to make introductions. Affinity uses real time email and calendar activity to show you the best path to every prospect - all within the ecosystem of a modern CRM.

ALL OF YOUR RELATIONSHIP DATA AUTOMATICALLY IN ONE PLACE

Without requiring you to do so much as lift a finger, Affinity merges your team's communications with third-party data to create and maintain rich profiles of everyone you and your network has ever communicated with from within your CRM. You can view everything from your team's last email to your next meeting with any contact to the location and team size details of any contact.

NEVER DROP THE BALL

Affinity's magic inbox surfaces all important emails that have gone unanswered by yourself or other recipients. Using natural language processing, Affinity is tuned to detect missed emails that require a follow up with over 95% precision.

sales@affinity.co | press@affinity.co