Affinity is a relationship intelligence platform built to expand and evolve the traditional CRM.

Affinity instantly surfaces all of your firm's data and shows you who is best suited to make the crucial introductions you need to 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 deal flow.
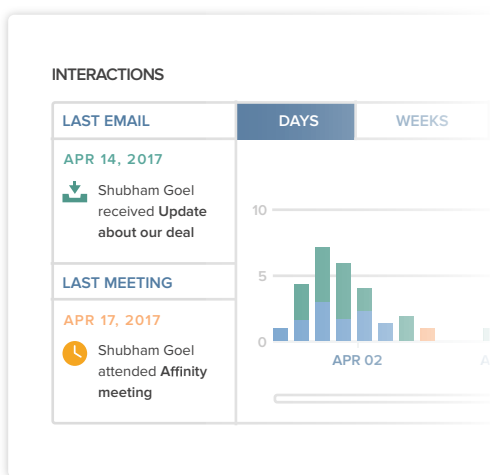
Level up your portfolio. Ally with your portfolio companies and discover how you can introduce them to key prospects and help them raise their next round.

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.

All of your relationship data automatically in one place

INTERACTIONS

LAST EMAIL	DAYS	WEEKS

APR 14, 2017

Shubham Goel received **Update about our deal**

LAST MEETING

APR 17, 2017

Shubham Goel attended **Affinity meeting**

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APR 02

Without requiring you to lift a finger, Affinity merges your team's communication history with third-party data (including Crunchbase) to create and maintain rich profiles of everyone you and your network has ever communicated with. The best part? It does this all from within your CRM. You can view everything from the last email sent by one of your team members to your next scheduled meeting with any contact to the details (size, location, etc.) of any contact.