

CASE STUDY:

How Pear Ventures Converted Its Real Time Network into 11,467 Introduction Paths for Its Portfolio

As an early stage venture capital firm, Pear Ventures' top priority is delivering maximum value to its portfolio companies by leveraging its proprietary network. To accomplish this, Pear makes introductions to help its portfolio companies: 1) acquire new customers, 2) connect with potential investors, and 3) hire top industry talent.

PROBLEM

The current process is both time-consuming and inefficient, often involving long email chains and exchanging spreadsheets.

SOLUTION

Pear uses Affinity to transparently share its proprietary network with its portfolio companies to discover and leverage untapped relationship value at scale.

OUTCOME

With Affinity, Pear surfaced 11,467 new introduction paths for its portfolio founders to prospects in sales, fundraising, and hiring.

BENEFITS

Enabled Pear founders to see every prospect they had a strong introduction to, and who Pear was connected to knew at each.

Maximized the value of Pear's deep network to its portfolio community.

Minimized the manual work Pear expended finding useful introductions for its founders, by allowing them to filter and query Pear's network themselves.



Pear Ventures is an early stage venture fund located at the border of Stanford University. Its cofounding and managing partners, Mar Hershenson and Pejman Nozad, have historically seeded technology startups at a very early stage such as Dropbox, Lending Club, Doordash, Branch, Guardant Health, and One Concern.

Prior to founding Pear, managing partner Mar Hershenson was a 3 time entrepreneur in Silicon Valley after earning a PhD in electrical engineering from Stanford University.

Before Affinity, Pear sourced introductions for its founders by manually exchanging names and spreadsheets with them over email chains. The process was tedious and inefficient - as Mar described, “Every founder had a different way of asking us for intros. Some sent us long lists of contacts they were trying to get into. Others sent us profiles of the prospects they were targeting and left us to search our rolodexes for useful contacts.”

In an industry built on fostering, harvesting, and sharing relationships, this manual inefficiency was not working. Pear decided it needed a drastically more effective way to help its portfolio leverage its team’s network.

MORE INTRODUCTIONS, LESS WORK

Mar signed into Affinity with 2 objectives: 1) maximize the number useful introductions her founders could tap Pear for and 2) minimize the manual work her team spent sifting through and handling introduction requests.

Mar generated her real time network by connecting her Gmail to Affinity’s machine learning platform with 1 click. Analyzing her communications data stream, Affinity’s AI calculated her relationship strengths with everyone inside her network.



“As an early stage investor, my constant focus is finding new ways to turn my connections into my portfolio’s next hundred opportunities.”

MAR HERSHENSON

FOUNDING MANAGING PARTNER, PEAR VENTURES

Mar and her investment team then shared their collective real time networks with the 11 B2B startups in the Pear Summer 2017 cohort. Among them, 8 were actively fundraising and all were actively engaged in the early sales and business development. Across these workflows, Affinity instantly revealed 11,467 introduction paths to new prospects they now had access to.

Twine, an internal employee mobility startup, was one of those companies. In the thicket of fundraising, one of its founders' highest priorities was figuring out which new investors they could connect with via their existing investors.

Twine no longer had to guess who Pear had connections to in the venture world: a 5 second query across Pear's network in Affinity revealed warm introduction paths to exactly 1,696 contacts they had no relationship with yet. Since then, Twine and the cohort have utilized Pear's network to not only raise capital successfully, but also to strike new business partnerships, acquire new customers, and more.

LOOKING FORWARD: A SHARED ASSET FOR THE PEAR COMMUNITY

Pear continues to use Affinity to maximize the introductions it makes for customer acquisition, fundraising, and hiring. With its whole investment team on Affinity, Pear can be **confident it is contributing its network's maximal value** in helping its portfolio companies succeed.



"We used to maintain a Google Sheet of every investor we were interested in, and repeatedly sent it to Pear to ask who they knew. Affinity undid all of this by automatically showing every great intro Pear could make."

JOSEPH QUAN
COFOUNDER AND CEO, TWINE LABS



121 2nd Street, 6th Floor
San Francisco, CA 94105
United States

sales@affinity.co
support@affinity.co
www.affinity.co

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 close your next big deal.