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# PitchBook Alternatives: Sourcing Vendors Compared by Job

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## Why teams look for an alternative to PitchBook

Private equity (PE) deal teams, independent sponsors and search funders who look for "alternatives to PitchBook" are often asking a question of fit: the task in front of them may be finding founder-owned companies below the usual institutional radar, building a list from a trade show, searching inside filings and expert-call transcripts, or tracking venture rounds. This article sets out what each vendor's own pages say, as read on 28 October 2026, organised by job.

It is a dated snapshot, not a ranking. For thirteen providers, a blinded pilot design and a cost model, see the private company data providers guide.

## How this comparison was made

The rules applied to every vendor:

- **Vendor pages only.** Each statement below comes from the vendor's own website (product, data, methodology or "about" pages), fetched on 28 October 2026. No analyst reports, review sites or recollection were used.
- **The vendor's numbers are the vendor's claims.** Every count is presented as "the page states", with the date. None was independently tested, and none should be read as a measured comparison between vendors.
- **No scores and no prices.** No page reviewed published a list price, and no vendor is ranked.
- **Gaps stay gaps.** Where a page could not be retrieved, the vendor is marked "not reviewed" rather than described from memory.

One major vendor falls partly into that last category. The S&P Capital IQ Pro product pages on spglobal.com refused automated access on 28 October 2026 (HTTP 403 or "access denied" on every route tried), so their coverage counts were not reviewed. S&P Global's own 2026 press releases describe the product without counts: in July it announced With Intelligence data on investors, fund managers and funds across private markets for "its flagship S&P Capital IQ Pro platform" (S&P Global, 29 July 2026), and in October it described a release that "brings AI-powered research, modeling and presentation tools together" with expanded data across valuation, private markets, fixed income and credit (S&P Global, 6 October 2026). Cyndx, another name on many lists, is not compared: on 28 October 2026 its homepage carried only a letter from founder and CEO Jim McVeigh announcing "the difficult decision to wind down and dissolve our company" (Cyndx). Vendors summarised below are welcome to send corrections.

## The baseline: what PitchBook's own pages say

PitchBook's data page lists, as of 28 October 2026, 12.7M+ companies, 634K+ investors, 3.1M+ deals, 170K+ funds, 64K+ limited partners, 4.2M+ professionals, 128K+ service providers, 554K+ debt financings and 15K+ lenders (PitchBook, Data). The same page says its Data Operations Team "consists of 1,800+ professionals" and that data "is updated multiple times a day from sources including survey requests, regulatory filings, and

FOIA responses", with "over one million news events" analysed each week. It names delivery routes beyond the desktop product: a Direct Feed, an application programming interface (API) and a "PitchBook Data MCP" (Model Context Protocol) server.

The research-process page describes the method: web crawlers capture "news articles, regulatory filings, websites, and press releases"; natural language processing and machine learning filter the material; specialised teams confirm it; a quality assurance team applies "preventative validation and manual reviews"; and a primary data team "communicates directly with a firm's management" on a quarterly basis. The page also cites "25 discrete datasets" (PitchBook, Research process).

On use, the desktop page describes screening and alerts across "companies, deals, funds, and LPs" and a profile set that includes "companies, funds, LPs, conferences, and people" (PitchBook Desktop). The deal-sourcing page emphasises transaction data, fund manager activity, co-investor targeting and contact information (PitchBook, Deal sourcing). Read together, the pages position PitchBook around private capital markets broadly: companies, investors, funds, limited partners, credit and people. Most alternatives below describe themselves around a narrower job.

## Five jobs, and the vendors whose pages address them

### 1. Transaction, investor and fund data

This is the job PitchBook's pages describe most fully: deal histories, fund performance, limited partner commitments and lender activity. Of the other pages reviewed, two state transaction counts. CB Insights' page says users can "trace capital flows across 1.5 million deals" and that "20% of transactions" are "reported directly from investors" (CB Insights). Inven's page cites "3M+" transactions alongside its company data (Inven).

### 2. Private-company discovery in the lower middle market

This is where most self-described "deal sourcing" vendors place themselves.

**Grata.** The homepage calls "Datasite's Grata Intelligence" "the agentic M&A workspace" and frames its dataset around "bootstrapped, founder-owned, and lower middle market" companies. It states 22M+ companies mapped, 10M executive contacts, 55K+ live deals and mandates and 100M+ global filings, and describes "exclusive deal flow sourced directly from the MergerLinks advisor network" (Grata). Grata's data page states "150+ data points across 22M+ global companies, 200K+ conferences, 10M+ executive contacts", combining "vertically-trained AI, human research, non-public insights, and unique proprietary data", with records "verified by our team of 600 research analysts". It lists delivery "through Snowflake and SFTP via S3" and an API (Grata, Private company data).

**Sourcescrub.** The homepage describes a "deal sourcing platform" that "continuously crawls the digital universe to find private companies", for private equity, investment banking, corporate development and consulting (Sourcescrub). Its data page states 17M companies, 2.6M "Profile+" companies, 1.5B unique data points and 290K sources, and lists source types: "product reviews, best-of lists, trade shows, conference lists,

industry organizations, websites". It describes an "Expert-in-the-loop" process in which "AI and a team of Experts clean, categorize, and connect data", plus warehouse delivery (Snowflake Marketplace, Amazon ADX), an API and "bi-directional integrations with the most popular CRMs" (Sourcescrub, Data).

**PrivCo.** The homepage headline is "Find and value U.S. private companies others overlook", for "smaller U.S. deal teams". It states 2M+ U.S. private companies, 100K+ M&A deals tracked, 4M+ executive contacts and "more than 16 years of research", and says PrivCo estimates "revenue, EBITDA and company value" for companies that do not publish results (PrivCo). Its methodology page describes a three-stage process (sourcing, analysis, verification), drawing on "dozens of third-party data providers, government and regulatory filings, court records", with the principle that "No single signal produces an estimate. Convergence across signals does." It says "we mark estimates as estimates" and that analysts resolve flagged anomalies (PrivCo, Methodology).

**Inven.** The homepage describes "the AI for M&A and consulting teams to analyze entire markets", for private equity, investment banking, corporate development and consulting, with search funds and business brokers listed in the footer. It states 65M+ companies and 160+ markets (Inven).

## 3. Conference and association sourcing

Trade shows and industry associations are a classic route to founder-owned companies, and three vendors' pages address them directly. Sourcescrub's conference page states "more than 215,000 conferences and trade shows across industries" and notifications of targets' conference attendance; it does not state a refresh cadence for event data (Sourcescrub, Conference planning). Sourcescrub's data page also lists "industry organizations" among its source types (Sourcescrub, Data). Grata's data page counts "200K+ conferences" (Grata, Private company data), and PitchBook's desktop page lists conferences among its profile types (PitchBook Desktop).

None of these pages states what share of a given event's exhibitors is matched to a company record. That is a test a buyer can run (see the checklist below), and it is also the point at which many teams weigh buying vs building lists from the source rosters themselves.

## 4. Search over documents

AlphaSense describes a different product type: a "Market Intelligence and Search Platform" over "500M+ premium financial and business documents", including expert interviews (Tegus Expert Insights), broker reports, filings and "private and public financial data". For private equity its page lists "Summarize diligence calls, filings, and financials" (AlphaSense). This is research over documents about companies a team has already found, rather than a company universe for screening. That is why "AlphaSense vs Sourcescrub" is usually a comparison of two different jobs.

## 5. Startup and venture data

**Crunchbase.** The homepage describes "industry-leading predictive intelligence" for private markets and states "39B" live private market signals and "30M+" verified updates per year, for investors, sales teams, analysts and others (Crunchbase). Its data page describes five primary sources: direct input from companies, investors

and partners; anonymised research behaviour from "more than 80 million users"; automated ingestion; "more than 1,000 news outlets and government filings"; and review by an in-house research team (Crunchbase Data).

**Dealroom.** The homepage calls Dealroom "The source of record on startups, founders and funding, plus the signals on who is rising next", used by "investors, corporates, and governments", with an API and an MCP server. The page reviewed did not describe its collection method (Dealroom).

**CB Insights.** The homepage offers "Private company ratings and intelligence to source your next investment, acquisition, partner, or customer", states firmographics on "13M+ private companies" and "1,700+ markets", and describes "Hundreds of interviews a week with founders and operators at early to mid-stage companies" (CB Insights).

A related category is the relationship system where sourced companies are worked. Affinity's page describes "The AI-First CRM for Private Capital" and says its enrichment draws on "40+ sources", naming PitchBook, Preqin and Grata among them (Affinity). A customer relationship management (CRM) system of this kind sits alongside a data vendor.

## Side-by-side summary

All figures are as stated on the vendor's page on 28 October 2026. They use each vendor's own definitions and are not comparable with one another.

| Vendor | Job its page emphasises | Headline counts on its page | Collection method its page describes | Delivery named on its page |
|---|---|---|---|---|
| PitchBook | Private capital markets: companies, deals, funds, LPs, credit | 12.7M+ companies; 3.1M+ deals; 170K+ funds; 64K+ LPs | Crawlers and secondary sources, ML processing, 1,800+ data operations staff, quarterly firm contact | Desktop, Direct Feed, API, MCP |
| S&P Capital IQ Pro | Financial data platform; private markets data added in 2026 (press releases) | Not reviewed (product pages blocked; releases give no counts) | Not reviewed | Not reviewed |
| Grata | Lower-middle-market discovery, M&A workspace | 22M+ companies; 200K+ conferences; 55K+ live deals and mandates | AI plus human research; 600 research analysts | Snowflake, SFTP via S3, API |
| Sourcescrub | Deal sourcing, conferences | 17M companies; 290K sources; 215,000+ conferences and trade shows | Continuous crawling; "Expert-in-the-loop" | Warehouse, API, CRM integrations |
| PrivCo | U.S. private companies with financial estimates | 2M+ U.S. companies; 100K+ M&A deals | Multi-source signals; estimates labelled; analysts resolve anomalies | Not stated on pages reviewed |
| Inven | Market mapping for M&A and consulting | 65M+ companies; 3M+ transactions | Not stated on page reviewed | Not stated on page reviewed |

| Vendor | Job its page emphasises | Headline counts on its page | Collection method its page describes | Delivery named on its page |
|---|---|---|---|---|
| AlphaSense | Search over documents and expert calls | 500M+ documents | Not stated on page reviewed | Platform |
| Crunchbase | Venture and private-market signals | 39B signals; 30M+ updates a year | Five sources incl. contributors, user behaviour, 1,000+ news and filing sources | API ("API and agent-ready") |
| Dealroom | Startup and ecosystem data | No company total stated | Not described on page reviewed | API, MCP |
| CB Insights | Startup intelligence for corporate strategy | 13M+ companies; 1.5M deals | Founder and operator interviews; direct investor reporting | Web app, ChatCBI |

## Reading vendor numbers with care

First, a vendor's own figures can differ between its pages. On 28 October 2026 Sourcescrub's pages showed both 17M and 16M companies and both 290,000 and 220,000 sources (Sourcescrub; Sourcescrub, Data). Record the figure with its date and ask the vendor which applies.

Second, the unit varies. "Companies" may mean legal entities, brands, websites or locations; "deals" may include rounds, acquisitions or debt financings; "sources" may mean websites or lists. A large count in one definition does not imply coverage of your segment in another.

Third, quality figures need a basis. Grata's homepage shows "99%" next to "accuracy" (Grata); any vendor's accuracy figure is worth asking about: which fields, what sample and what date. The databases vs primary research comparison covers when a field needs a source document rather than a database value.

## An evaluation checklist for your own trial

Vendor pages describe the universe; a trial tests your corner of it. The private company data providers guide sets out a full blinded pilot.

1. **Coverage on your own thesis.** Assemble a list of companies you already know fit, plus some you know do not, before you see any vendor output. Count how many each vendor finds.
2. **Field definitions.** For each field you will screen on (revenue, ownership, headcount, founder age), ask whether the value is reported, estimated or inferred, and how the vendor marks the difference. PrivCo's statement that it marks "estimates as estimates" is an example of the kind of answer to request (PrivCo, Methodology).
3. **Refresh at record level.** A statement such as "updated multiple times a day" (PitchBook, Data) or "30M+ verified updates each year" (Crunchbase Data) describes the dataset as a whole. Ask whether each record and field carries its own last-verified date. PrivCo's page says re-reviews are triggered by events rather than a fixed schedule (PrivCo, Methodology).

4. **Export and retention rights.** Product pages name delivery routes (APIs, Snowflake, SFTP, feeds). They do not settle what you may keep, combine with other data or use after the contract ends. Those are contract terms; get them in writing.
5. **Entity resolution.** Test how the vendor handles a company with a trade name, a holding company and two operating subsidiaries. Grata's data page mentions "headquarters and subsidiaries" in its location data (Grata, Private company data); ask every vendor how a parent and its subsidiaries are linked, and how duplicates are merged when you load the data into a CRM that already enriches from several sources.

### Illustrative coverage test

*Illustrative: the thesis, vendors and figures below are fictional.* A team targeting U.S. commercial HVAC (heating, ventilation and air conditioning) service contractors with $3 million to $15 million of revenue builds a test set of 40 companies it already knows fit, plus 10 it knows do not (too large, or sponsor-owned).

| Measure | Vendor A (fictional) | Vendor B (fictional) |
|---|---|---|
| Known fits found (of 40) | 31 (78%) | 26 (65%) |
| Known non-fits returned by the screen (of 10) | 4 | 1 |
| Ownership field populated, among fits found | 22 of 31 | 24 of 26 |
| Ownership value agreeing with the team's known answer | 18 of 22 | 19 of 24 |
| Records with a field-level date | 0 of 31 | 26 of 26 |

Neither column is a verdict: Vendor A finds more of the known list but lets more non-fits through; Vendor B finds fewer but documents more. Which matters depends on whether the bottleneck is breadth or review time. Then review 100 net-new results from each vendor against the thesis and record the share that survive. That figure, not the advertised universe, predicts workload.

Disclosure: Docket, which publishes this article, sells deal-origination research as a self-serve platform or a managed service (Docket platform).

## Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.


1. https://press.spglobal.com/2026-07-29-S-P-Global-Introduces-Expanded-Private-Markets-Datasets-from-With-Intelligence-into-S-P-Capital-IQ-Pro
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Docket provides deal-origination research software and managed research for private equity firms. We help investment teams investigate acquisition targets using structured screening criteria, retained sources and reviewable company evidence. Teams can work through a self-serve platform or use managed research, depending on how they want research delivered.

### Research against a defined mandate

A useful target list needs more than company names. Docket focuses on the questions that determine whether a company fits an investment mandate, including the evidence needed to support or qualify each answer. Our research approach makes the connection between screening criteria, source material and conclusions visible to the team reviewing the work.

### Triage, Scout and Audit

Docket's three named research agents perform complementary tasks. Triage resolves company identity and screens fit. Scout collects sourced answers against the mandate. Audit checks retained evidence, addresses contradictions and leaves unsupported answers visibly unresolved. This structure helps reviewers distinguish established findings from missing information and questions requiring further investigation.

### Evidence that supports investment-team judgment

Our research library covers market mapping, screening criteria, private-company data, succession and ownership, source evaluation and evidence standards. These resources explain the methods and limitations behind origination research. Findings support a team's judgment; they do not establish that a company is for sale or guarantee a transaction or investment outcome.

### Work with Docket

Visit Docket to explore the platform, managed research and the current contact path. Read about screening criteria, evidence standards, AI research agents and market mapping.

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