



DAVIGOLD FINTECH: "THE TESLA OF PRIVATE EQUITY SOFTWARE"

DAVIGOLD FINTECH HAS DEVELOPED SOLUTION ONE, AN INNOVATIVE SOFTWARE THAT COMBINES SPEED AND USER-FRIENDLINESS TO FACILITATE THE WORK OF PRIVATE EQUITY FUNDS. DAVID MREJEN, THE FOUNDER, ANSWERS OUR QUESTIONS.

HOW WAS DAVIGOLD FINTECH BORN?

While working in Finance, I noticed that investment software was mostly outdated and very complex to use. Moreover, 70% of the implementations of this type of software had been failing. This double observation made me come up with DAVIGOLD, with the objective to innovate through simplicity, but also through speed. For the record, I launched the first version of this product with only 50 euros in my pocket, without any funding, only very hard work, the remuneration from our first clients and the drive to create the best Private Equity software in the world. Today, we are a team of eight people and expect that number to double in the coming months.

WHAT CAN YOU TELL US ABOUT YOUR CLIENTS?

Our clients are Private Equity managers with at least one billion euros in assets. Among them, Amboise Partners, a major pioneer in the democratization of Private Equity, through its range of Altaroc funds allowing private clients to access the best Private Equity funds in the world, starting at 100,000 euros. For Altaroc, digitalization is essential to gain speed and efficiency in managing a significant

volume of investors; our software particularly meets their "scalability" challenge.

HOW DOES THIS SOFTWARE HELP PRIVATE EQUITY FUNDS?

Private Equity funds, whose activity will double by 2025, are now faced with the challenge of digitalizing their operation as best as they can, in order to manage the exponential volume of data that they process on a daily basis, essentially the "Big Data" of Private Equity.

DAVIGOLD's ONE solution allows them to centralize all this data (contacts, portfolio, transactions, etc.) in one and unique software. They can access any of their data in two seconds. Some clients call us the "Tesla of Private Equity Software". User-friendly, fast and easy to adopt. To them, it is a real digital and competitive advantage. Our tool has also become essential to sway and better serve their own Limited Partners, who can use a dedicated investor portal, with a user-friendly and uncluttered interface.

YOUR COMPETITORS ARE USUALLY VERY LARGE SOFTWARE COMPANIES, SOMETIMES AMONG THE LARGEST ASSET MANAGERS IN THE WORLD. HOW DO YOU POSITION YOURSELF?

We are a Fintech, which means we are innovative by default. We are gaining more and more market share, precisely because of the innovation that our software brings: a much faster, more ergonomic and flexible solution. It's worth mentioning that we have competed for and won our last four deals. Our positioning is clear: when funds buy the DAVIGOLD software, they are acquiring the best tech in the market, which gives them a unique advantage over their competitors. Above all, the DAVIGOLD software means guaranteed customization and delivery: 100% of our ONE software implementations have been completed successfully ●

DAVIGOLD

Practical information
www.davigold.com