

Private markets fundraising, reimagined

From fragmented workflows to connected infrastructure

We've reached a tipping point: complexity of capital is rising fast

IR professionals are under pressure to deliver precision, speed, and personalization—at scale.

Speed to close is vital

LP capital is mobile and won't wait; capital raisers who move first, win

The digital-native effect

Retail investors expect visibility and tailored solutions in real time

Operational excellence is table stakes

LPs expect connectivity and ease of use at every step

Fragmented tech stacks drag teams down

Clunky, antiquated back offices bring hidden costs, compliance issues, and data silos

Attracting retail LPs requires innovation

GP's need to rethink product shelves (e.g., evergreen funds, sidecars) and supporting infrastructure

There's fierce competition for LP dollars:

18,000

funds chasing capital

\$3.3T

in play, but only \$1 available for every \$3 sought¹

The fundraising bar keeps rising

Among GPs surveyed in private markets:



1 in 3 ranked fundraising as their single biggest challenge²



Two-thirds named it among their top five priorities²



Managing investor expectations and reporting was the **#1 challenge**²



“Think about data rooms, digital subscriptions, distributions, CRM, and reporting. In the old world, each was a disconnected task. In the new world, they're connected—and the whole becomes greater than the sum of its parts.

Jay Farber
General Manager, Juniper Square

Disconnected legacy systems are slowing IR professionals down

From overflowing inboxes to fragmented platforms, inefficiencies compound daily.



Endless spreadsheets

and manual, tedious AML/KYC checks



Inboxes overflowing

with investor comms requests



Paper-heavy subscriptions

and static PDFs



Siloed platforms

that don't talk to each other

Efficiency remains elusive for private equity and venture capital GPs:

64%

said time-consuming reporting was a top concern³

61%

said manual data entry and reconciliation was a top concern³

Private markets LPs and large institutional asset owners are also evolving their technology as a result of rising complexity. The biggest operational headaches:

75%

manual or bespoke processes⁴

67%

extracting and normalizing fund/asset data⁴



What are the implications?

Private markets GPs who can meet asset owners where they are in their digital transformation journey will be well positioned to succeed.

Digital inflection point: reimagining the GP experience

Connected platforms are unlocking efficiency, smarter engagement, and **operational alpha**.

AI adoption is driving efficiencies

A large proportion of private markets GPs plan to use AI in 2026:

70%

for back office automations (#1 answer)⁵

53%

for investor communications (#2 answer)⁵

Private equity GPs are integrating AI into operations



Nearly **20%** are seeing concrete value from generative AI⁶

Most expect significant value-add from generative AI

57%

within 5 years⁵

30%

within 3 years⁵

Operational alpha:

the compounding effect of better decisions, faster execution, and scalable systems built through investments in culture, structure, and technology.



Automating busywork

and repetitive workflows so IR professionals can focus on LP relationships



Personalizing

LP communications at scale with intelligent insights



Cutting down

context-switching and streamlining workflows



Centralizing

investor data in one clean, reliable source of truth



Ditching the paper

and using digital subscription processes with built-in compliance workflows to speed up onboarding

Despite raising trillions of dollars, IR professionals cannot continue to compete with outdated processes.

Leave disconnection behind: step into a streamlined GP experience

Old tools out



Fragmented onboarding



Manual lead tracking/spreadsheets



Antiquated PDF, phone, fax touchpoints



Disconnected systems



Limited visibility

Connected platforms in

Streamlined, customizable dashboards

Digital subscriptions

Mobile access

Intelligent workflows

Best-in-class UI

Investor portals

Juniper Square: your operational edge

Our connected platform combines industry-leading technology with expert fund administration services.

One platform, end-to-end full-stack fundraising

with an interconnected AI CRM, data rooms, onboarding workflows, investor portal

Meet JunieAI

built into the Juniper Square platform to streamline workflows, turn data into insights, elevate the investor experience, and make fund administration more accurate, timely, and transparent

Industry leader

- Trusted by **2,000+** GPs
- **650,000+** investor accounts
- **40,000+** investment entities
- Representing **\$1 trillion** in investor equity

Enterprise-grade intelligence and domain expertise

combining innovative technology with deep knowledge of compliance, governance, and the nuances of fundraising

Fundraising doesn't have to be fragmented

Transform how your firm operates with Juniper Square

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