**CUSTOMER PERSONA: PRIVATE EQUITY**

**CEREBRO PRODUCT(S): DEAL COMPASS**

**CREDIT EXPLORER**

 **COMPLIANCE NAVIGATOR**

**CHANNEL PARTNER: TATUM (TAT)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TEXT FOR EMAIL:**

**[Dear \_\_\_\_\_]**

I’d love to introduce you to an exciting financial technology company, Cerebro Capital. They were founded by a former commercial banker who saw big inefficiencies in sourcing deals and managing loan compliance across his portfolio of corporate borrowers.

With 650+ lenders already on the platform, the Cerebro model represents a significant innovation in driving optimized terms and rapid deal execution for corporate borrowers and equity investors.

**Data-Driven, Optimized Debt Placement:**

* Expedite time to term sheet and closing using Cerebro’s purpose-built debt process platform
* Easily track and monitor lender interest and process status at every phase – with dashboards and workflow management
* Access Cerebro’s network of 650+ lenders (including senior, junior and mezzanine) to provide aggressive terms on almost any deal situation
* Utilize Cerebro’s proprietary Deal Evaluation tool to check real-time market terms and debt structures

**Loan Compliance & Monitoring:**

* Create dashboard views across all portfolio companies showing loan compliance and covenant status
* Monitor status of both financial and non-financial reporting across one or multiple credit agreements per company
* Save time/resources for portfolio companies to automate links and calculations – reducing errors

Explore the full range of Private Equity products and solutions here: [CEREBRO FOR PRIVATE EQUITY](https://www.cerebrocapital.com/private-equity-firms/?utm_source=channel-partner&utm_medium=tat)