

DAKOTA MARKETPLACE · INTELLIGENCE SERIES

Water Finds Every Crack. So Does Claude.

Why Dakota Marketplace and the Claude app aren't alternatives — they're two different tools doing two fundamentally different jobs. And why the Claude app finds the opportunities you never knew existed.

There's a question we're getting more frequently from subscribers: "If I have the Claude app connected to Dakota Marketplace, do I still need the web-based login?" The honest answer is yes — and understanding why tells you something important about what each tool is actually built to do.

WEB APP

DIRECT COMMAND OF THE DATABASE

CLAUDE APP

FINDS WHAT YOU DIDN'T SEARCH FOR

TOGETHER

DATA YOU NEED + INTELLIGENCE YOU
MISSED

Two Tools. Two Different Jobs.

They're not competing. They're not redundant. They operate at completely different levels. One gives you command of the database. The other turns that same database into a thinking partner that goes looking for things you didn't know to search for.

Think of it this way. Water flows where you direct it. But water under pressure finds every crack, every gap, every opening — places you never would have thought to look. That's the difference between logging into Dakota Marketplace and connecting it to Claude. The web app flows where you point it. Claude finds the cracks.

What the Web App Does — and Does Exceptionally Well

The Dakota Marketplace web interface is a purpose-built research and intelligence platform. It gives subscribers direct, structured command over one of the most comprehensive LP, GP, and private company databases in the world. For certain tasks, it is the right tool — full stop.

VISUAL AND MAPPING FEATURES

The web app gives subscribers geographic visualization tools that Claude simply cannot replicate. Want to see LP concentration by region on an interactive map? Want to visualize coverage gaps across a territory? Want to build a geographic picture of your coverage before a road show? The web interface does this natively. Claude works in language and reasoning — it cannot render an interactive map.

STRUCTURED SEARCH AND FILTERING

When you know exactly what you're looking for, the web app is faster and more precise. You need all endowments in the Southeast with AUM over \$500 million and an active infrastructure mandate? Build that filter, run that search, export that list. Clean, direct, structured. The web app is built for this kind of deliberate, criteria-driven research.

DATA EXPORTS AND CRM INTEGRATION

Bulk exports, list building, CRM syncing — all of this flows through the web interface. When you need to move structured data into another system, the web app is the right entry point.

RECORD-LEVEL DEEP DIVES

Reviewing a specific LP's full profile — contact history, mandate details, allocation history, relationship notes — the web app presents this in a structured, readable format purpose-built for that task.

THE WEB APP IN ONE SENTENCE

When you know what you're looking for and need to find, filter, visualize, or export it — the web app is your instrument. You are the analyst. The database answers your questions precisely and returns exactly what you asked for.

What the Claude App Does That the Web App Cannot

Here is where the conversation changes entirely. The web app is powerful because you direct it. The Claude app is powerful because it goes looking on its own — and it gets into the nooks and crannies of the data in ways that structured search simply cannot.

Claude doesn't return rows. It returns intelligence. And the difference between those two things is the difference between a database and a thinking partner.

IT SURFACES OPPORTUNITIES YOU DIDN'T KNOW TO SEARCH FOR

This is the capability that matters most — and it's the hardest to replicate with a traditional search interface. When you log into the web app, you search for what you know to look for. You filter by criteria you've already defined. You find what you were already hunting.

Claude doesn't wait for your query. When you give it context — your fund strategy, your target LP profile, your existing relationships, your geographic focus — it goes into the data and surfaces matches you never would have constructed a search filter to find. The sovereign wealth fund in a market you underweighted. The family office that recently shifted its mandate into your strategy. The emerging LP at an institution you've written off as too large. Claude finds the cracks.

The web app gives you what you searched for. Claude gives you what you should have searched for — and a dozen things you never thought to look for at all.

IT UNDERSTANDS YOUR STRATEGY, NOT JUST YOUR QUERY

A search filter understands criteria. Claude understands intent. Tell Claude about your fund — the strategy, the vintage, the target check size, the geographic focus, the return profile — and it reasons across the entire Dakota dataset with that context in mind. It isn't matching keywords. It's making judgments about fit, timing, and relevance the way a skilled analyst would — but across tens of thousands of records in seconds.

IT SYNTHESIZES ACROSS RECORDS SIMULTANEOUSLY

In the web app, you read one record at a time. You might review 40 LP profiles to find the 8 that matter. Claude reads all of them at once and hands you the 8 — with an explanation of why each one fits, what to watch out for, and what angle to lead with in outreach. Hours of analyst work, done in seconds.

IT DRAFTS THE OUTREACH

Finding the right LP is half the battle. Knowing what to say — and how to say it in a way that resonates with that specific institution's mandate, history, and priorities — is the other half. Claude can move from discovery directly to draft outreach, personalized to each LP, in a single conversation. The web app ends at the record. Claude keeps going.

IT ANSWERS QUESTIONS THE DATABASE WASN'T DESIGNED TO ANSWER

Ask the web app "what are we missing in our LP coverage?" and it returns nothing — because that's not a search query, it's an analytical question. Ask Claude the same thing, give it context about your current relationships and target strategy, and it will analyze the gap, name the segment you're underweighted in, and suggest the specific institutions worth prioritizing. That's not database functionality. That's intelligence.

Side by Side

DAKOTA WEB APP

- Interactive maps & geographic visualization
- Structured search with precise filters
- Bulk data exports & CRM integration
- Full record-level profile views
- List building & territory management

You direct it. It returns exactly what you ask.

CLAUDE APP + DAKOTA CONNECTOR

- Surfaces opportunities you didn't know to search for
- Reasons across your full strategy, not just a query
- Synthesizes thousands of records simultaneously
- Drafts personalized LP outreach instantly
- Identifies coverage gaps & blind spots

It goes looking. It finds the cracks.

What This Looks Like in Practice

Here are the moments where each tool is the right choice — and where they work together.

SCENARIO 1 — PRE-ROAD SHOW PREP

Use Claude to ask: "Given our mid-market buyout strategy targeting the Midwest and Southeast, which LPs in the Dakota database have shown recent commitment activity in our strategy but aren't currently in our pipeline?" Claude surfaces the list with context. Then open the web app to pull full profiles, visualize their geographic distribution on the map, and build the export for your CRM.

SCENARIO 2 — BLIND SPOT DISCOVERY

Ask Claude: "What segments of the LP market are we underweighted in relative to our strategy?" You'd never type that into a search bar — it's not a query, it's a question. Claude analyzes the data against your context and names the gap. You then use the web app to drill into that segment and build the targeted list.

SCENARIO 3 — LP MEETING PREP

The night before a meeting, ask Claude: "Summarize everything we know about this foundation — mandate, recent commitments, known preferences, relationship history — and suggest the three angles most likely to resonate." Claude synthesizes the full record in seconds. You walk in prepared. No web app browsing required.

SCENARIO 4 — OUTREACH AT SCALE

You've identified 12 LPs worth reaching out to. Use the web app to export the full records. Then bring them into Claude: "Draft personalized outreach for each of these 12 LPs based on their mandate and recent activity." What used to take a full day of analyst work takes minutes.

The Real Advantage: Finding What You Would Have Missed

The fundraising opportunities you find by logging in and searching are the ones everyone else is finding too. You know to look for them. Your competitors know to look for them. They're not hidden — they're just waiting to be filtered for.

The opportunities Claude surfaces are different. They're the ones buried in combinations of criteria too complex to construct a filter for. The LP whose mandate evolved six months ago. The institution in a geography you underweighted. The family office that flies under the radar because it doesn't fit a tidy category. These are the names in the nooks and crannies of the data — and they're the ones most likely to be uncontested, under-approached, and genuinely open to a conversation.

THE BOTTOM LINE

The Data You Know You Need. The Intelligence You Didn't.

The web app gives you what you searched for. Claude gives you what you should have searched for — and finds the opportunities you never would have found at all.

See the Claude App + Dakota Connector

The complete Dakota Marketplace dataset, now with the AI partner that finds what you never thought to search for.

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