



Same question. Very different answer.

What changes when ChatGPT can see Dakota Marketplace

Four real fundraising prompts, each run twice in ChatGPT on October 23, 2026:
once with web search only, once with the Dakota Marketplace connector.

dakota.com

Dakota Marketplace connector for ChatGPT | October 2026

THE SHORT VERSION

ChatGPT reasons. Dakota makes it specific.

Fundraising teams are already asking ChatGPT real questions: who should we call, who is active right now, and meeting prep. On its own, ChatGPT reasons well, but it relies largely on what it can find on the open web. Connect ChatGPT to Dakota Marketplace, and the same question can be answered from Dakota's curated LP, GP, Investment, Performance, Transaction data and more.

WHAT YOU NEED	ChatGPT with web search only	ChatGPT with Dakota Marketplace
Potential Investors	Results often describe types of investors or recent fund closes rather than specific allocators.	Investment allocators with type, location and AUM, so a prospect list can start from real organizations.
Investment Interests and Commitment Sizes	Typical check sizes and stated interests can be hard to find in open sources and often sit behind subscriptions.	Typical commitment size and stated investment interests, useful for judging fit before outreach.
Up to date and accurate contact information	Contact details were usually behind paid access, and web sources can be dated.	Titled contacts at allocators, such as CIOs and heads of private markets, curated and updated by Dakota's team.
Mandates and Activity	Tends to arrive scattered: partial roundups, paywalled headlines and articles from mixed dates.	Dated commitments, searches and pacing plans drawn from public plan minutes and fundraising news.
Roadshow Plans	Directory pages tend to be broad and are not organized by city or allocation interest.	Allocators can be grouped by metro area, type, size and investment interest to plan which meetings to prioritize in each city.
Pre-Meeting Prep	Findings arrive as separate fragments to piece together.	Dakota data and public web sources combined into one briefing of recent commitments, searches and contacts, with web items tagged.

Based on four fundraising prompts run on October 23, 2026. Results will vary by prompt and over time.

HOW WE TESTED

Each prompt is written the way a fundraiser would type it. The same prompt was run in ChatGPT with web search only, and again with the Dakota Marketplace connector enabled. With the connector, ChatGPT combines Dakota data and public web sources into one answer, and items from the web are tagged WEB or shown in a From the web column. Results on the following pages are condensed from the live responses. Contact last names are blacked out, and emails and phone numbers are omitted here.

PROMPT 1 | BUILDING A TARGET LIST

An accurate list of allocators who invest in your asset class

PROMPT 1

"I'm raising a \$400M lower middle market buyout fund focused on healthcare services. Who are the 10 best-fit allocators in the US to target first, and why? Include their AUM, what they've invested in recently, and who I should contact."

CHATGPT WITH WEB SEARCH ONLY | THE ACTUAL RESPONSE

I can't give you a verified, ranked list of ten allocators from public sources. What I can see are recent lower middle market healthcare fund closes, which describe who backed them in general terms:

- **Aphias Capital** closed a \$1.05bn debut fund in October 2026, backed by public pension plans, health systems, insurers, endowments, foundations, family offices and funds of funds.
- **Madison River Capital** closed a \$370m first fund backed by family offices and institutional investors.
- **Seven Hills Capital** closed a \$125m debut fund backed by endowments, family offices and outsourced CIOs.
- **Beekman Group III** drew endowments, family offices, insurers and pensions.

Named allocators, check sizes and contacts require a paid allocator database; the profiles I found were behind subscription walls.

WHAT IS MISSING

No allocators named. No AUM. No commitment sizes. No contacts.

CHATGPT WITH DAKOTA MARKETPLACE | STRUCTURED DATA PLUS WEB NOTES, IN ONE TABLE

ALLOCATOR	TYPE	AUM	TYPICAL COMMITMENT	STATED INTEREST	FROM THE WEB	DECISION-MAKERS
Adams Street Partners, Chicago	PE fund of funds	\$45bn	\$20m	Healthcare, leveraged buyouts, growth capital	Runs primary, secondary, co-investment and growth equity programs (tech and healthcare). Chicago Teachers' commits \$150m via an Adams Street account.	Saguna [REDACTED], Partner, Head of Global Buyout Fund Investments
Pathway Capital Management, Irvine	PE fund of funds	\$90bn	\$20m	Leveraged buyouts, middle market	Closed a \$525m private equity fund for wealth investors in September 2025. Runs small and middle market primary and co-investment programs.	Valerie [REDACTED], Managing Director, Co-Head of Primary Investments
Pomona Capital, New York	PE fund of funds	\$13bn	\$5m	Middle market buyouts, secondaries	Secondaries specialist with a middle-market value strategy. Closed Pomona Capital X at \$2.6bn in 2022; also makes primary commitments.	Vivian [REDACTED], Managing Director
Chicago Teachers' Pension Fund	Public pension	\$12.4bn	\$12.5m	Lower middle market, leveraged buyouts	Set a \$180m private equity pacing target for 2025, including \$150m to Adams Street. Launched a consultant search for fiscal 2027 to 2031.	Fernando [REDACTED], Chief Investment Officer
BLG Capital Advisors, Chicago	Family office	\$6bn	\$20m	Small and mid-market private equity, buyouts	Single-family office founded in 2013. Invests in lower middle market private equity funds, co-investments and real estate, globally.	Zak [REDACTED], Managing Director, Private Equity
MBX Group, Farmington Hills	Family office	\$5bn	\$20m	Healthcare, financial services, consumer	Michigan-based single-family office with a private equity and venture orientation. Little other public detail was found.	Paul [REDACTED], Managing Director
Wildcat Capital Management, New York	Family office	\$3.9bn	\$20m	Venture, growth and buyout stages	Began as David Bonderman's family office. Healthcare is a stated theme; invests from venture to lower middle market PE, including funds.	Len [REDACTED], President and CIO Drew [REDACTED], Head of Private Investments
Hersh Family Investments, Dallas	Family office	\$3.5bn	\$20m	Healthcare, industrials, growth businesses	Family office of Kenneth Hersh, NGP Energy Capital co-founder. Invests across private equity, venture and real estate, including healthcare.	Randy [REDACTED], Managing Director
CFT Capital Partners, Los Angeles	Family office	\$3.4bn	\$20m	Growth and private equity, healthcare, services	Manages alternative assets for the Cherng Family Trust (Panda Restaurant Group founders). Co-invests with sponsors; healthcare is a target sector.	Carey [REDACTED], Managing Director
University of Oklahoma Foundation, Norman	Endowment	\$2.3bn	\$12.5m	Leveraged buyouts, healthcare	Public profiles describe a private equity program across buyout and growth equity funds on a pacing plan, within about \$2.3bn of assets.	Bradley [REDACTED], Vice President and CIO

Navy columns: Dakota Marketplace. Grey column: public web sources found during the run. Decision-maker last names are blacked out here.

PROMPT 2 | CALL LIST

Prospecting by region and roadshow planning

PROMPT 2

“Build me a list of RIAs in the Northeast with over \$1B in AUM that allocate to private credit, with decision-maker contacts.”

CHATGPT WITH WEB SEARCH ONLY | THE ACTUAL RESPONSE

I found directory pages that rank RIAs by regulatory AUM, but they cover the whole country and do not say who allocates to private credit. Northeast firms that appear include:

- About \$2bn: **Washington Crossing Advisors** (Morristown, NJ), **Halyard Asset Management** (White Plains, NY), **Avity Investment Management** (Greenwich, CT), **Portolan Capital Management** and **Boston Family Office** (Boston, MA), **Unison** (Providence, RI).
- About \$1.3bn to \$1.5bn: **Private Capital Advisors** (Darien, CT) and **Catholic Investment Services** (Boston, MA).

Some firms in the results, such as Lord Abbett Private Credit Advisor, are credit managers rather than allocators. I could not confirm private credit allocation for any RIA above, and decision-maker contacts required requesting access.

WHAT IS MISSING
No count of matches. No private credit signal. No decision-makers.

CHATGPT WITH DAKOTA MARKETPLACE | DAKOTA DATA PLUS THE WEB, IN ONE ANSWER

432

Northeast RIAs over \$1bn AUM flagged for private credit

111

of them over \$5bn

29

of them over \$25bn

THE LARGEST, WITH CIO-LEVEL CONTACTS

RIA	HQ	AUM	TYPICAL COMMITMENT	CIO-LEVEL CONTACT
Focus Partners Wealth	Boston	\$181.9bn	\$20m	Todd [REDACTED], Chief Investment Officer
Cerity Partners	New York	\$161.7bn	\$20m	Sean [REDACTED], Partner
Pathstone	Boston	\$110.3bn	\$50m	Eric [REDACTED], Co-CIO and Managing Director
Rockefeller Capital Management	New York	\$70.0bn	\$12.5m	Casey [REDACTED], President of Rockefeller Asset Management and CIO
AITi Global	New York	\$31.0bn	\$20m	Roberto [REDACTED], Chief Investment Officer

Cerity Partners, Focus Partners Wealth, Rockefeller Capital Management and AITi Global list private credit, direct lending or private debt among their stated interests in Dakota Marketplace. Northeast = NY, CT, MA, NJ, PA, RI, NH, VT, ME. Contact last names are blacked out here; live results name Dakota's CIO-category contacts for each firm.

Why it matters: the count is the story. In our run, the baseline listed firms nationwide. It could not say how many Northeast RIAs match, how many are over \$25bn, or which of them allocate to private credit.

PROMPT 3 | BEFORE THE MEETING

Meeting prep

PROMPT 3

"I have a meeting Thursday with Chicago Teachers' Pension Fund. Give me a one-page briefing on their private markets allocations, recent commitments, and who I'll likely be talking to."

CHATGPT WITH WEB SEARCH ONLY | THE ACTUAL RESPONSE

Here is what I could assemble from public sources. Some of the most relevant articles are paywalled.

- **Assets:** quoted at \$9.6bn, \$11.8bn and about \$13bn depending on the article and its date.
- **Early 2025:** staff weighed \$30m to Basis Real Estate Fund III, a \$180m private equity pacing target for 2025 (including \$150m to the Adams Street separate account program), and a consultant RFP for 2027 to 2031 as Callan's contract ends June 30, 2026.
- **July 2025:** a search for an MWBDE real estate manager, roughly \$30m to \$50m.
- **September 2026:** a monthly pension brief references an investment consultant search update.

I could not find the current consultant outcome, recent private equity commitments, or the names of the staff you will meet.

WHAT IS MISSING

Current consultant status. Named contacts. Consistent, current sources.

CHATGPT WITH DAKOTA MARKETPLACE | DAKOTA DATA PLUS THE WEB, IN ONE ANSWER

SNAPSHOT	Public pension, roughly \$12bn to \$13bn in assets. Typical commitment \$12.5m. Stated interests include lower middle market and leveraged buyouts. Private equity has run above its 5% target (9.1% at September 30, 2023).
RECENT COMMITMENTS	• September 2025: \$30m to TA Realty Value-Add Fund XIV and \$10m to GAP Data Focus Fund II, plus a three-year BNY Mellon custody renewal. • 2025 private equity pacing target of \$180m, including \$150m to the Adams Street separate account program. WEB • The 2025/26 pacing plan weighed up to \$170m across real estate and infrastructure.
IN PLAY NOW	• MWBE private equity search: finalists ENKO Capital, Helios and Sango Capital for a \$10m allocation. • Consultant: Callan's contract was due to end June 30, 2026. WEB The Verus/Cerity pick was reversed in April 2026. Callan, Meketa and NEPC were finalists in August, and the board split without choosing. The new mandate covers private equity, private credit and infrastructure for the first time. • Private credit: 3% target, with \$50m to \$150m of annual commitments planned. • Real estate: an MWDBE manager search (\$30m to \$50m, launched July 2025 WEB) deadlocked in June 2026.
WHO YOU WILL MEET	Fernando [REDACTED], Chief Investment Officer John [REDACTED], Portfolio Manager
CHATGPT'S READ	• Checks are small and targeted (typically \$10m), so lead with fit and track record rather than size. • With the consultant decision unresolved, direct relationships with staff matter more than usual.

WEB = public web source. Everything else is from Dakota Marketplace.

Even better with your own connectors. Add your own sources, such as your CRM or firmographic data, and ChatGPT can combine Dakota Marketplace, your data and the web in a single briefing. Dakota Marketplace plus your firmographic data plus the web is utopia.

PROMPT 4 | SIGNAL-BASED OUTREACH

Investment Appetites and Activity

PROMPT 4

“Which allocators have shown new activity in private equity in the last 90 days that I should reach out to this week?”

CHATGPT WITH WEB SEARCH ONLY | THE ACTUAL RESPONSE

Public sources show some activity, but no single list for the last 90 days. What I found:

- **Maine PERS** approved up to \$890m across six private markets vehicles in September, including \$35m to Odyssey Investment Partners Fund VII.
- **New York State Common Retirement Fund** added \$641m to European private equity, reported August 28 and covering June commitments.
- **San Francisco ERS** approved 2027 pacing of \$1.2bn for private equity.
- Several other articles were paywalled or dated 2023 to 2025.

WHAT IS MISSING

A complete list. Commitment sizes by fund for most plans. Contacts. Anyone who is not buying.

CHATGPT WITH DAKOTA MARKETPLACE | DAKOTA DATA PLUS THE WEB, IN ONE ANSWER

\$11.66bn

tracked in August 2026 across 180 commitments

41

allocators disclosing commitments in August

52.8%

of tracked dollars went to private equity and venture

ALLOCATOR	SIGNAL	WHEN
Pennsylvania PSERS	\$500m across four funds, including \$150m each to American Industrial Partners IX and Resolute VII (middle market buyouts)	Aug 2026
Pennsylvania SERS	Up to \$100m to Reverence Capital Partners PE Opportunities Fund IV, plus a \$30m co-investment	Oct 2026
Illinois TRS	About \$790m across nine funds, including \$85m to Green Equity Investors X	Jul 2026
Dallas Police & Fire	PE target raised to 11% from 6%. Up to \$25m to GTCR XV. Next focus: mid-market or lower middle market buyouts	Oct 2026
Kentucky CERS	Weighing \$90m to Blue Sea Fund IV, a buyout fund focused exclusively on healthcare	Sep 2026
Kentucky TRS	\$180m across Audax Private Equity VIII, NGP Natural Resources XIV and GCM Grosvenor Secondaries IV	Sep 2026
Maine PERS WEB	Up to \$890m across six private markets vehicles, including \$35m to Odyssey Investment Partners Fund VII	Sep 2026
NY State Common Retirement Fund WEB	Added \$641m to European private equity, after \$1.2bn to its PE portfolio the previous month	Aug 2026
San Francisco ERS WEB	Approved 2027 pacing of \$1.2bn for private equity (20% target allocation)	Sep 2026
Quincy and Plymouth County, MA	Searches for small and middle market buyout managers, \$8m to \$15m per manager	Aug 2026
Milwaukee ERS	No new private equity reinvestments planned for 2027	Sep 2026

Why it matters: Dakota and the web in one list, including who is not buying. WEB = public web source; all other rows are from Dakota Marketplace.

NEXT STEP

Put Dakota Marketplace to work in ChatGPT

The prompts on the previous pages were typed in plain English. There is no special syntax to learn: ask ChatGPT the question you would ask a colleague, and Dakota Marketplace supplies the allocators, contacts and signals behind the answer.

1**Ask in plain English**

Target lists, call lists, meeting briefs and signal checks, in the same chat you already use.

2**Get named, current answers**

Allocators, decision-makers and dated events drawn from Dakota Marketplace data.

3**Act the same day**

Move from research to outreach without stitching together tabs and exports.

See it on your own fund, your own segment, your own meeting.

Book a demo: <https://www.dakota.com/calendar-nav>

ABOUT THESE RESULTS

- Each prompt was run in ChatGPT on October 23, 2026, first with web search only and then with the Dakota Marketplace connector. Results are condensed. The web-search responses are written strictly from what those searches returned. Wording and ordering in live responses will vary.
- AUM, typical commitment sizes, stated interests and contacts are as recorded in Dakota Marketplace at the time of the run. AUM is in USD. Typical commitment reflects Dakota's ticket size field.
- Commitment and search details come from public plan minutes and fundraising news in Dakota Marketplace. Contact last names are blacked out, and emails and direct phone numbers are omitted from this document.
- Items tagged WEB, and the From the web column, come from public web sources found during the run. All other details come from Dakota Marketplace.
- Verify details before outreach. This document is not investment advice.