

# PEHero

Your Private Equity AI Agent Squad.

Sourcing · underwriting · diligence · capital · portfolio operations

# What you'll see

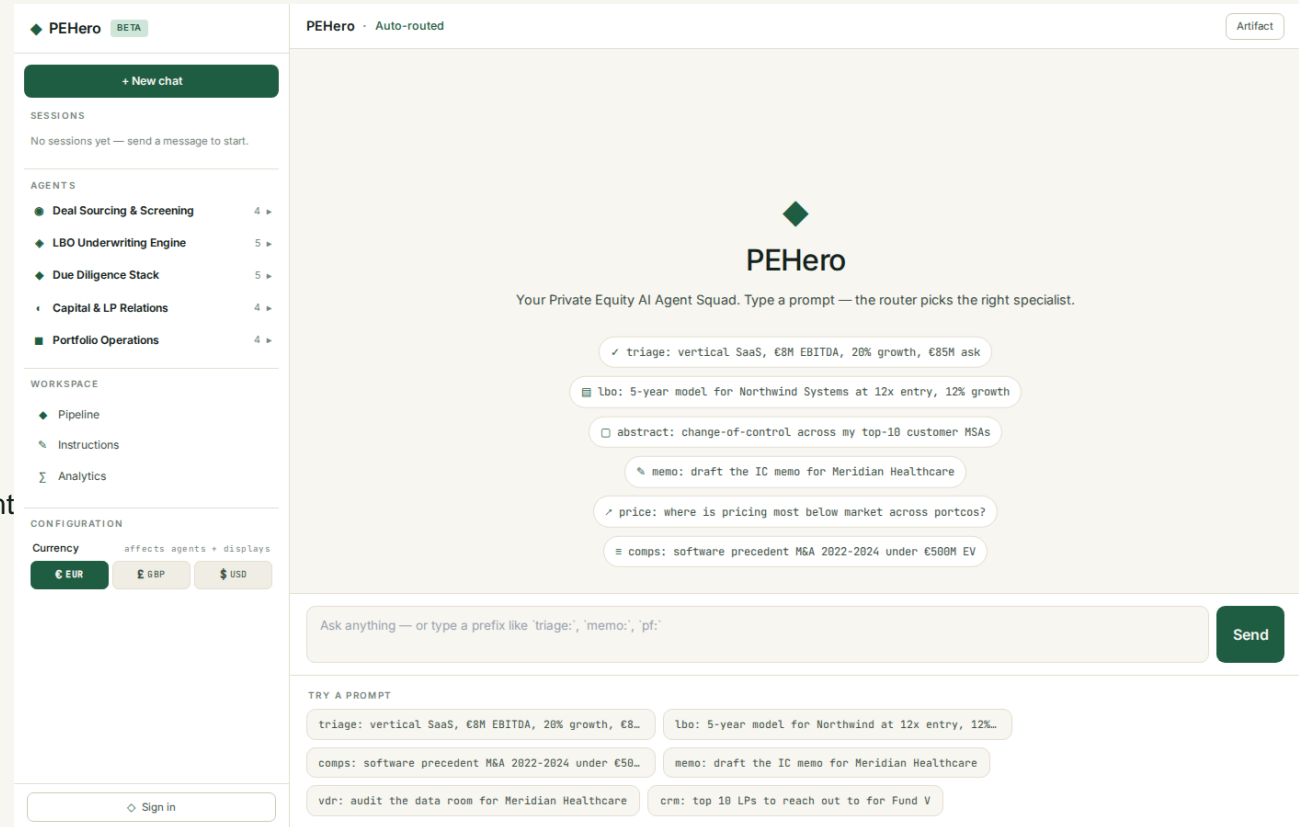
Six product surfaces, in order of a deal's life.

|           |   |  |
|-----------|---|--|
| <b>01</b> | <b>Chat — your Private Equity AI Agent Squad on call</b>    | triage, LBO modelling, IC memo, VDR audit          |
| <b>02</b> | <b>Pipeline — kanban across every deal stage</b>            | sector + ownership filters, click into a deal      |
| <b>03</b> | <b>Deal detail — brief on the right, chat in the centre</b> | LTM, top customers, DD findings, LBO returns       |
| <b>04</b> | <b>Analytics — ask in English, get a chart</b>              | sector multiples, stage counts, LP mix             |
| <b>05</b> | <b>Instructions — tune how each specialist thinks</b>       | edit in-app, changes land on the next conversation |
| <b>06</b> | <b>Extensions — live web + local registries</b>             | sourcing beyond your CRM, Baltic registry lookups  |

# One chat, every PE specialist

Type a prefix or plain English — PEHero picks the right agent.

- Left: your sessions, the full agent squad, and Pipeline / Instructions / Analytics.
- Centre: the conversation. Contextual sample prompts appear right under the input.
- Right: tables, citations, memo previews stream in as the agent works.
- A live 'thinking' indicator shows what's happening behind the scenes.



Empty chat with contextual prompts

# Deal Triage — go / no-go in 90 seconds

A quick decision backed by comps and market signals.

- Type 'triage:' or describe the deal in plain English.
- The agent pulls comparables and sector context on its own.
- Returns a clear verdict, a three-bullet rationale, and a concrete next step.
- 'Next step — X' surfaces a follow-up button to keep the thread moving.

The screenshot displays the PEHero chat interface. On the left is a sidebar with navigation options: Sessions, Agents (Deal Sourcing & Screening, LBO Underwriting Engine, Due Diligence Stack, Capital & LP Relations, Portfolio Operations), Workspace (Pipeline, Instructions, Analytics), and Configuration (Currency: EUR, GBP, USD). The main chat area shows a message from the 'Deal Triage Agent' with a green header: 'triage: vertical SaaS for auto dealers, \$8M EBITDA, 20% growth, \$85M ask'. The agent's response includes a 'Verdict: Dig deeper', a 'Rationale (3 bullets):' with a valuation analysis, and a code block showing search queries. Below the response is a 'Send' button and a 'TRY WITH DEAL TRIAGE AGENT' section with example prompts. On the right, an 'Artifact' window shows search results and citations.

Live triage on a vertical-SaaS target

# LBO Model Builder

Full 5-year model and sensitivity from one sentence of assumptions.

- Normalises seller financials with standard QoE add-backs.
- Projects revenue, margin, capex, interest, free cash flow and debt paydown.
- Returns IRR, MOIC and a value-creation bridge — kept on hand for re-use.
- Year-by-year table appears in the right pane, editable by asking for changes.

PEHero BETA

+ New chat

SESSIONS

No sessions yet — send a message to start.

AGENTS

- Deal Sourcing & Screening 4 ▶
- LBO Underwriting Engine 5 ▶
- Due Diligence Stack 5 ▶
- Capital & LP Relations 4 ▶
- Portfolio Operations 4 ▶

WORKSPACE

- Pipeline
- Instructions
- Analytics

CONFIGURATION

Currency affects agents + displays

EUR
  GBP
  USD

Sign in

PEHero · LBO Model Builder Artifact

lbo: build a 5-year model for Northwind at 12% rev growth, 300bps margin exp

LBO MODEL BUILDER

### 5-Year Base-Case LBO Model for Northwind Works

I resolved "Northwind" to the company **Northwind Works** (slug: northwind-works), a LegalTech software firm based in Nashville, TN, with LTM revenue of €57.7M and adjusted EBITDA of €11.2M (19.46% margin). If this isn't the intended company, please clarify (another match was Northwind Analytics).

```

- search_companies {"query": "Northwind"}
- normalize_ltm {"slug_or_id": "northwind-works"}
- build_lbo_model {"slug_or_id": "northwind-works", "hold_years": 5, "revenue_growth_pct": 12, "margin_expansion_bps": 300}
- compute_returns {"slug_or_id": "northwind-works"}
            
```

Ask anything — or type a prefix like 'triage:', 'memo:', 'pf:' Send

TRY WITH LBO MODEL BUILDER

- lbo: build a 5-year model for Northwind at 12% re...
- What's the base-case MOIC on Meridian Healthcare ...
- Run a downside scenario: 5% growth, 100bps margin...
- Show the sensitivity of IRR to entry vs exit mult...

Artifact

Syr · entry 10.0x · exit 10.0x · MOIC 3.94x, IRR 31.54%

TABLE

LBO model — Northwind Works

| YEAR | REVENUE        | EBITDA        | EBITDA_MARGIN_PCT | CAPX |
|------|----------------|---------------|-------------------|------|
| 1    | 64,594,412.83  | 12,955,439.01 | 20.06             | 1,93 |
| 2    | 72,345,742.36  | 14,944,166.14 | 20.66             | 2,17 |
| 3    | 81,027,231.45  | 17,223,629.47 | 21.26             | 2,43 |
| 4    | 90,750,499.22  | 19,834,968    | 21.86             | 2,72 |
| 5    | 101,640,559.13 | 22,825,007.52 | 22.46             | 3,04 |

TABLE

LTM financials — Northwind Works

| MONTH   | REVENUE      | EBITDA     | ADJ_EBITDA |
|---------|--------------|------------|------------|
| 2024-04 | 3,471,765.63 | 577,596.22 | 577,596.22 |
| 2024-05 | 3,371,825.42 | 602,816.58 | 602,816.58 |
| 2024-06 | 3,371,604.58 | 630,954.71 | 630,954.71 |
| 2024-07 | 3,482,317.54 | 603,275.35 | 623,525.1  |
| 2024-08 | 3,457,627.67 | 621,797.7  | 658,411.28 |
| 2024-09 | 3,700,511.99 | 551,354.54 | 624,599.6  |
| 2024-10 | 3,756,345.54 | 587,779.82 | 617,672.52 |
| 2024-11 | 3,799,331.08 | 598,962.17 | 598,962.17 |
| 2024-12 | 4,024,037.15 | 665,063.83 | 699,843.56 |
| 2025-01 | 4,272,675.89 | 913,813.16 | 913,813.16 |
| 2025-02 | 4,272,958.85 | 725,196.4  | 725,196.4  |
| 2025-03 | 4,375,098.8  | 949,028.52 | 949,028.52 |
| 2025-04 | 4,125,582.91 | 918,114.25 | 918,114.25 |
| 2025-05 | 4,566,819.05 | 683,184.45 | 683,184.45 |
| 2025-06 | 4,220,507.31 | 941,543.77 | 941,543.77 |
| 2025-07 | 4,412,403.48 | 722,109.16 | 722,109.16 |
| 2025-08 | 4,290,731.61 | 743,124.98 | 743,124.98 |

LBO built from a plain-English prompt

# IC Memo Writer

An investment-committee memo, drafted from the deal's own data.

- Pulls the deal brief, LTM financials, LBO model, debt stack, comps and findings.
- Drafts full sections: thesis, market, financials, value-creation plan, risks, recommendation.
- Every quantitative claim is sourced from the deal — no invented numbers.
- IC length by default; ask for a one-pager and it re-writes accordingly.

The screenshot displays the PEHero interface for the 'IC Memo Writer' agent. On the left is a sidebar with navigation options: 'Sessions' (no sessions yet), 'Agents' (Deal Sourcing & Screening, LBO Underwriting Engine, Due Diligence Stack, Capital & LP Relations, Portfolio Operations), 'Workspace' (Pipeline, Instructions, Analytics), and 'Configuration' (Currency: EUR, GBP, USD). The main chat area shows a conversation where the user asks to draft an IC memo for Meridian Healthcare. The agent responds with a structured memo including sections for Date, Prepared by, Company, Deal Stage, and Reporting Currency, followed by a code block of search and retrieval queries. Below the chat is a 'Send' button and a 'TRY WITH IC MEMO WRITER' section with suggested prompts. On the right, an 'Artifact' panel displays the generated memo content, including citations and a quality of earnings report.

IC memo generated from the deal data

# Kanban across every deal stage

Sourced → Closed / Held / Exited — every live target on one board.

- Each card shows sector, LTM revenue and EBITDA, ask EV and multiple.
- A heat dot on the card reflects seller intent — cold, warm or hot.
- Sector and ownership chips filter the board in a click.
- Click a card to open the full deal workspace.

The screenshot displays the PEHero interface for a pipeline of 40 companies. The interface is divided into a left sidebar and a main Kanban board.

**Left Sidebar:**

- PEHero BETA** header with a '+ New chat' button.
- SESSIONS:** 'No sessions yet — send a message to start.'
- AGENTS:**
  - Deal Sourcing & Screening (4)
  - LBO Underwriting Engine (5)
  - Due Diligence Stack (5)
  - Capital & LP Relations (4)
  - Portfolio Operations (4)
- WORKSPACE:**
  - Pipeline
  - Instructions
  - Analytics
- CONFIGURATION:**
  - Currency: affects agents + displays. Options: EUR (selected), GBP, USD.
  - Sign in button at the bottom.

**Main Kanban Board:**

Header: Pipeline · 40 companies. Filter buttons: All, Business Services, Consumer, Financial Services, Healthcare, Industrials, Software, Founder, Family, Pe Backed, Vc Backed. Corporate Carve Out filter.

**Columns and Deal Cards:**

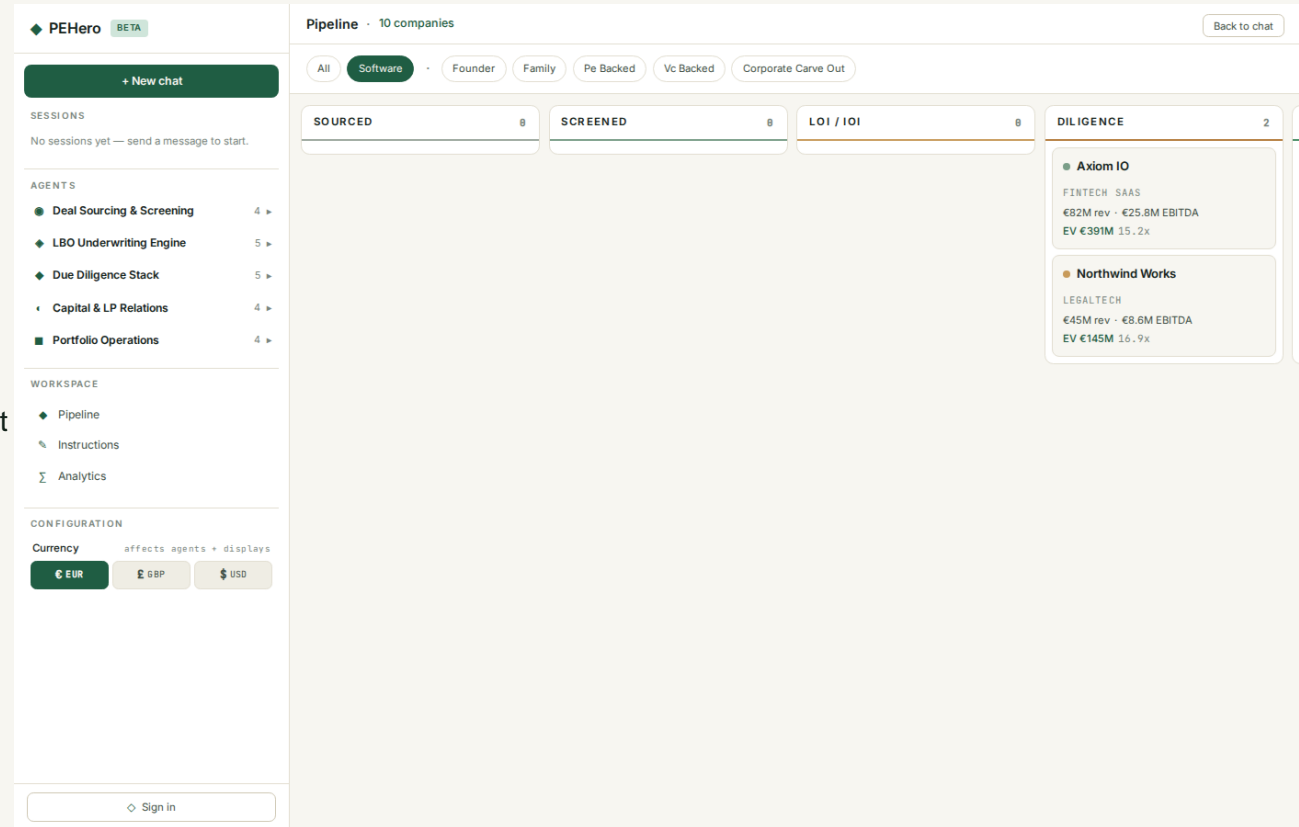
- SOURCED (4):**
  - Atlas Industries:** SPECIALTY MANUFACTURING. €363M rev · €39.3M EBITDA. EV €342M 8.7x.
  - Maple Co:** CONSUMER PRODUCTS. €177M rev · €17.0M EBITDA. EV €153M 9.8x.
  - Pinecrest Health:** BEHAVIORAL HEALTH. €78M rev · €10.9M EBITDA. EV €134M 12.3x.
  - Precision Corp:** INDUSTRIAL SERVICES. €117M rev · €18.8M EBITDA. EV €175M 9.3x.
- SCREENED (4):**
  - Anvil Industries:** ELECTRICAL PRODUCTS. €262M rev · €38.1M EBITDA. EV €319M 8.4x.
  - Atlas Corp:** TEST & MEASUREMENT. €251M rev · €48.3M EBITDA. EV €465M 9.6x.
  - Evergreen Health:** SPECIALTY PHYSICIAN PRACTICES. €126M rev · €19.0M EBITDA. EV €215M 11.3x.
  - Meridian Health:** MEDICAL DEVICES. €231M rev · €46.3M EBITDA. EV €551M 11.9x.
- LOI / IOI (2):**
  - Keystone Insurance:** WEALTH MANAGEMENT. €71M rev · €20.0M EBITDA. EV €216M 10.8x.
  - Tidewater Pet:** E-COMMERCE. €53M rev · €9.2M EBITDA. EV €88M 9.5x.
- DILIGENCE (6):**
  - Apex Solutions:** MARKETING SERVICES. €34M rev · €5.8M EBITDA. EV €59M 10.2x.
  - Axiom IO:** FINTECH SAAS. €82M rev · €25.8M EBITDA. EV €391M 15.2x.
  - Frontier Group:** AEROSPACE & DEFENSE. €404M rev · €80.6M EBITDA. EV €678M 8.4x.
  - Northwind Works:** LEGALTECH. €45M rev · €8.6M EBITDA. EV €145M 16.9x.
  - Pinecrest Partners:** SPECIALTY PHYSICIAN PRACTICES. €87M rev · €17.9M EBITDA. EV €198M 11.1x.
  - Stonebridge Partners:** STAFFING. €85M rev · €14.4M EBITDA. EV €152M 10.6x.

Full pipeline kanban

# Filter to what matters

Narrow to a sector or ownership type in one click.

- Filter chips: sector, and ownership (founder, family, PE, VC, carve-out).
- Cards update instantly without a page jump.
- Perfect for mandate conversations — 'show me lower-mid-market software only'.
- Filtered views are shareable with a single URL.



*Pipeline filtered to software*

# Every deal has its own workspace

Brief on the right, chat in the centre, artifacts stream in as the squad works.

- Right pane: HQ, LTM financials, top customers, DD findings, margin and multiple.
- Centre: per-deal chat. Ask 'triage this', 'draft the IC memo', 'show DD findings'.
- Any specialist can be invoked without ever leaving the deal.
- New artifacts from tool calls land alongside the brief as they arrive.

The screenshot displays the PEHero interface for a deal workspace. The top navigation bar shows 'PEHero BETA', a breadcrumb trail for 'Atlas Industries' (SOURCED), and an 'Artifact' button. The left sidebar contains a '+ New chat' button, 'SESSIONS' (no sessions yet), 'AGENTS' (Deal Sourcing & Screening, LBO Underwriting Engine, Due Diligence Stack, Capital & LP Relations, Portfolio Operations), 'WORKSPACE' (Pipeline, Instructions, Analytics), and 'CONFIGURATION' (Currency: EUR, GBP, USD). The central chat area features a message: 'Ask about Atlas Industries — the deal brief is on the right. Try 'triage this deal', 'draft IC memo', or 'summarize DD findings''. Below the message is a 'Send' button and a 'TRY A PROMPT' section with several prompts: 'triage: vertical SaaS, €8M EBITDA, 28% growth, €8...', 'lbo: 5-year model for Northwind at 12x entry, 12%', 'comps: software precedent M&A 2022-2024 under €50...', 'memo: draft the IC memo for Meridian Healthcare', 'vdr: audit the data room for Meridian Healthcare', and 'crm: top 10 LPs to reach out to for Fund V'. The right pane, titled 'Deal brief', shows 'Atlas Industries' (SOURCED) with details: HQ (Chicago, IL USA), EMPLOYEES (1675), FOUNDED (2016), OWNERSHIP (pe backed), LTM FINANCIALS (REVENUE €386.7M, ADJ. EBITDA €44.5M, MARGIN 11.5%, ASK EV €342M (8.7x)), and TOP CUSTOMERS (Brightline Logistics Corp €3486k/yr, Orbit Communications Co €3318k/yr, Northwind Distributors Inc €3291k/yr, Keystone Partners Co €2827k/yr, Alpine Foods Corp €1797k/yr). It also includes 'DD FINDINGS' (No findings yet) and a summary: 'Atlas Industries is a specialty manufacturing business headquartered in Chicago, IL, founded in 2016. LTM revenue \$363M, 11% EBITDA margin, growing 6% YoY. pe backed-owned; currently sourced.'

Single-deal workspace

# Ask in English, get a chart

Analytics that read the same data your deal team does.

- Natural-language questions run read-only against your deal data.
- The right chart and title are picked automatically from the result.
- Curated sample questions seed the experience for first-time users.
- The underlying query is shown under every chart — fully auditable.

The screenshot shows the PEHero analytics interface. On the left is a sidebar with sections: SESSIONS, AGENTS (Deal Sourcing & Screening, LBO Underwriting Engine, Due Diligence Stack, Capital & LP Relations, Portfolio Operations), WORKSPACE (Pipeline, Instructions, Analytics), and CONFIGURATION (Currency: EUR, GBP, USD). The main panel is titled 'Analytics - Text - SQL - Plotly' and contains a search bar with the query 'Company count by deal stage' and a 'Run' button. Below the search bar are several sample questions. The selected question is 'Company count by deal stage', which has generated a bar chart and a SQL query: 'SELECT deal\_stage, COUNT(\*) AS company\_count FROM pehero.companies GROUP BY deal\_stage ORDER BY deal\_stage'. The bar chart shows counts for deal stages: closed (5), diligence (6), exited (1), held (4), ic (2), loi (2), passed (4), screened (4), signed (8), and sourced (4). Below the chart is a table with columns 'DEAL\_STAGE' and 'COMPANY\_COUNT'.

| DEAL_STAGE | COMPANY_COUNT |
|------------|---------------|
| closed     | 5             |
| diligence  | 6             |
| exited     | 1             |
| held       | 4             |
| ic         | 2             |
| loi        | 2             |
| passed     | 4             |
| screened   | 4             |
| signed     | 8             |
| sourced    | 4             |

Company count by deal stage

# Sector multiples over time

Median EV/EBITDA by sector, rolling 24 months.

- Market signals cover every sector and sub-sector you're tracking.
- A grouped line chart, colour-coded by sector, appears in one click.
- Answers 'what's happening to multiples in X' without opening a spreadsheet.
- Drops straight into the LP update or IC pre-read.

**PEHero** BETA

+ New chat

SESSIONS  
No sessions yet — send a message to start.

AGENTS

- ◆ Deal Sourcing & Screening 4 ▶
- ◆ LBO Underwriting Engine 5 ▶
- ◆ Due Diligence Stack 5 ▶
- ◆ Capital & LP Relations 4 ▶
- Portfolio Operations 4 ▶

WORKSPACE

- ◆ Pipeline
- % Instructions
- Σ Analytics

CONFIGURATION  
affects agents + displays

Currency

€ EUR
£ GBP
\$ USD

[◁ Sign in](#)

[Back to chat](#)

**Analytics** · Text → SQL → Plotly

**Ask a question of your PE database.**

Questions are translated to SQL against the pehero schema, run read-only, and rendered as a Plotly chart plus the raw table.

EV/EBITDA median by sector over the last 24 months Run

EV/EBITDA median by sector over the last 24 months
Top 10 companies by LTM revenue, show sector
Company count by deal stage

LP commitments by lp\_type, stacked
Monthly revenue trend for Northwind Systems
Transaction comp volume by sector, last 12 months

DD findings severity breakdown by category
Average EBITDA margin by ownership type

**EV/EBITDA Median by Sector Over the Last 24 Months**

```
SELECT sector, as_of_date, value FROM pehero.market_signals WHERE metric = 'ev_ebitda_median' AND as_of_date >= CURRENT_DATE - INTERVAL '24 months' ORDER BY sector, as_of_date
```

**EV/EBITDA Median by Sector Over the Last 24 Months**

| SECTOR            | AS_OF_DATE | VALUE |
|-------------------|------------|-------|
| business_services | 2024-05-01 | 9.78  |
| business_services | 2024-05-01 | 9.51  |

Median EV/EBITDA by sector

## 05 · INSTRUCTIONS

# Tune the squad, live

Every specialist's instructions are editable — from the same interface.

- Each role has its own set of instructions, plus a shared PE glossary.
- Edits save in-place and take effect on the very next conversation.
- No restarts. No deploys. Just change how the squad thinks and carry on.
- Perfect for onboarding a partner's preferred memo style or diligence approach.

◆ PEHero BETA

+ New chat

SESSIONS  
No sessions yet — send a message to start.

AGENTS

- Deal Sourcing & Screening 4 ▶
- ◆ LBO Underwriting Engine 5 ▶
- ◆ Due Diligence Stack 5 ▶
- ◀ Capital & LP Relations 4 ▶
- Portfolio Operations 4 ▶

WORKSPACE

- ◆ Pipeline
- 📄 Instructions
- Σ Analytics

CONFIGURATION

Currency affects agents + displays

€ EUR £ GBP \$ USD

⏪ Sign in

Instructions · 22 agent prompts Back to chat

Edit the system prompts that drive each agent. Saves write to prompts/system/<slug>.md and reload on the next conversation.

Edit shared PE glossary

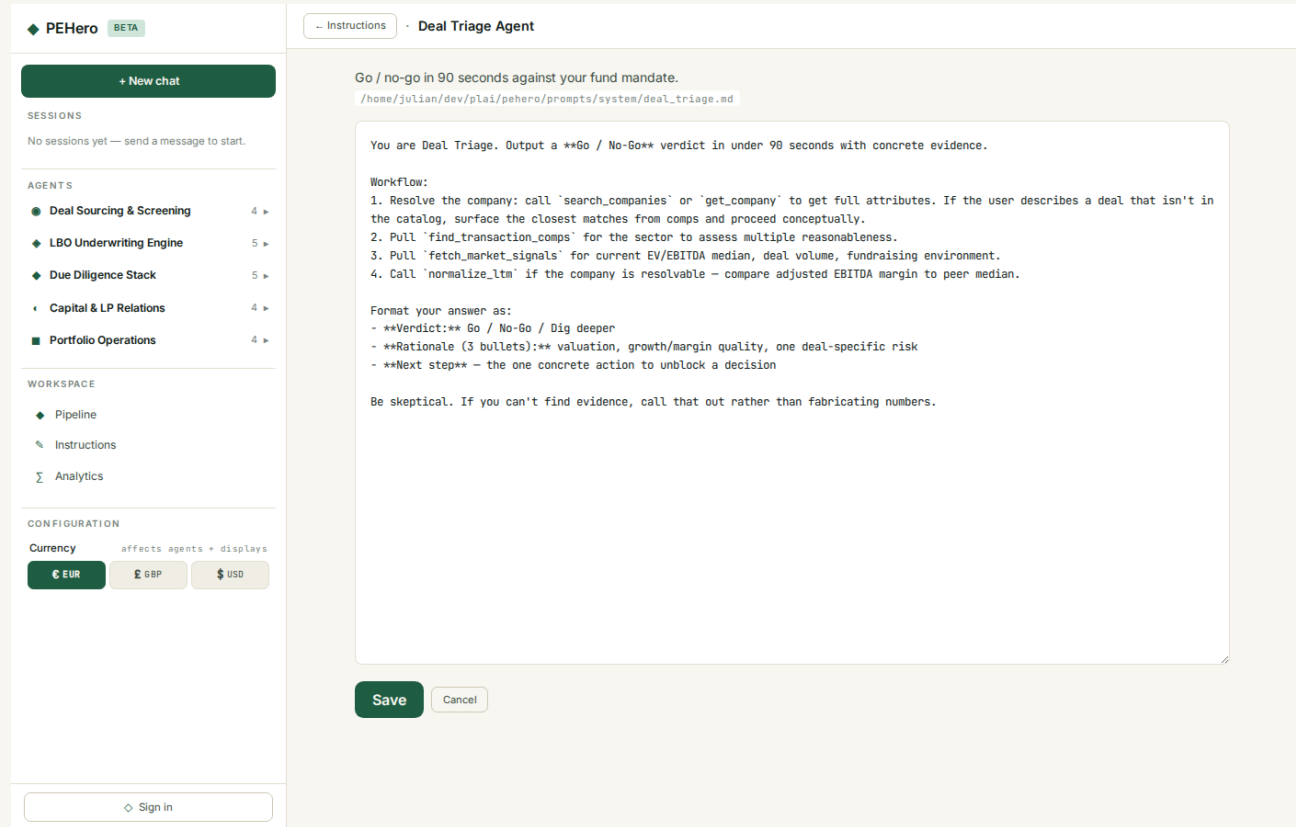
|   |   |      |
|---|---|------|
| ∞ | <b>Market Scanner</b><br>PitchBook + banker feeds + proprietary outreach, ranked by fit.          | 682b |
| ✓ | <b>Deal Triage Agent</b><br>Go / no-go in 90 seconds against your fund mandate.                   | 989b |
| ≡ | <b>Transaction Comps Finder</b><br>M&A + trading comps across 3 sources with outlier filtering.   | 422b |
| ∞ | <b>Owner Intent Signal</b><br>Ranks companies by likelihood of sale in the next 12 months.        | 466b |
| ≡ | <b>Cap Table Parser</b><br>Any cap table format — clean, fully-diluted ownership with waterfalls. | 519b |
| Σ | <b>LTM Financials Normalizer</b><br>Messy owner financials — clean, add-back-adjusted LTM EBITDA. | 555b |
| 📄 | <b>LBO Model Builder</b><br>5-year LBO model with sensitivity grid — editable assumptions.        | 785b |
| 📄 | <b>Debt Stack Modeler</b><br>Unitranche + mezz + revolver — with live leverage + DSCR.            | 516b |
| ◆ | <b>Return Metrics</b><br>IRR, MOIC, levered/unlevered, with a value-creation bridge.              | 456b |
| ≡ | <b>VDR Auditor</b><br>Cross-checks the data room against a full PE DD checklist.                  | 528b |

*The full squad, editable*

# Editing the Deal Triage instructions

Workflow, tone and output format — all in one view.

- Rewrite a specialist's instructions the way you'd brief a new associate.
- Shared PE context is applied automatically so you don't repeat yourself.
- Versioned alongside the product so changes are auditable.
- Great for encoding your house style once and letting it apply everywhere.



*Editing a specialist's instructions*

LET'S TALK

# See PEHero on your deals.

Book a 20-minute walkthrough. We'll load one of your recent deals into PEHero and show you the full agent flow — live.

*hello@pehero.fyi · pehero.fyi/contact*

*BYOD — bring your own deal data.*