
PRIVATEALPHA® · THE ELEVATOR PITCH

Prove your alpha. **Fairly.**

Genuine private-market outperformance for funds and GPs —
measured against the right benchmark, not a noisy peer group.

THE BENCHMARKING PROBLEM

Peer-group quartiles are closer to gambling than science.

Peer groups conflate the market you rode (beta) with the skill you added (alpha) — and private markets never hold enough data to rank a fund robustly. Genuine outperformance gets lost in the noise.

01

Beta dressed as alpha

A quartile rewards the fund that rode a hot market, not the manager who actually added value.

02

Comparing apples to oranges

Different sectors, sizes, vintages and strategies get pooled into one ranking of funds that were never alike.

03

Built on thin, biased data

Samples are small, self-reported and survivorship-biased, so the quartile line is closer to noise than signal.

THE METHOD · DIRECT ALPHA

Separate the market you rode from the skill you added.

β Beta

How exposed a portfolio is to private-market risk — the return earned simply by being in the market.

α Alpha

The part of a return **not** explained by the market — genuine, attributable skill.

HOW WE MEASURE IT

Direct Alpha against an asset-level **private** market index — not a public proxy, not a peer group.

Alpha then splits in two: **allocation alpha** from picking better sectors, and **pure alpha** from selecting, structuring and timing deals.



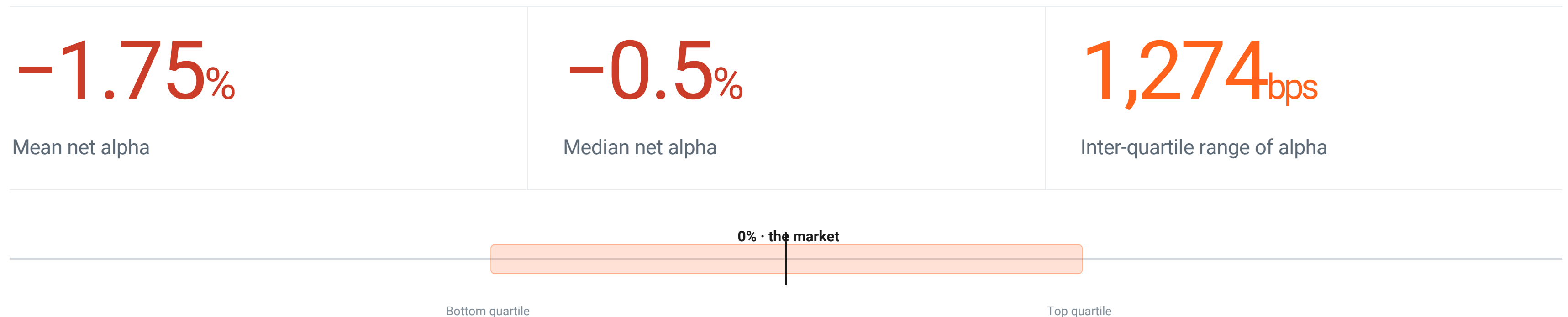
← Fund IRR, decomposed

Method: Gredil, Griffiths & Stucke (2023), *The Direct Alpha Method*, Journal of Corporate Finance

PROOF OF CONCEPT · BUYOUT FUNDS

Average alpha is zero — yet the spread proves skill is real.

Measured across 800+ private-equity buyout funds (2013–23 vintages), benchmarked against the private2000® market index.



Zero average alpha proves the index **is** the market. The widespread range proves skill exists — and is selectable. That is exactly what privateAlpha® measures.

INTRODUCING

privateAlpha[®]

Alpha and beta for **every fund and GP.**

3,000+

Buyout funds

800+

Buyout GPs

600+

Infrastructure funds

160+

Infrastructure GPs

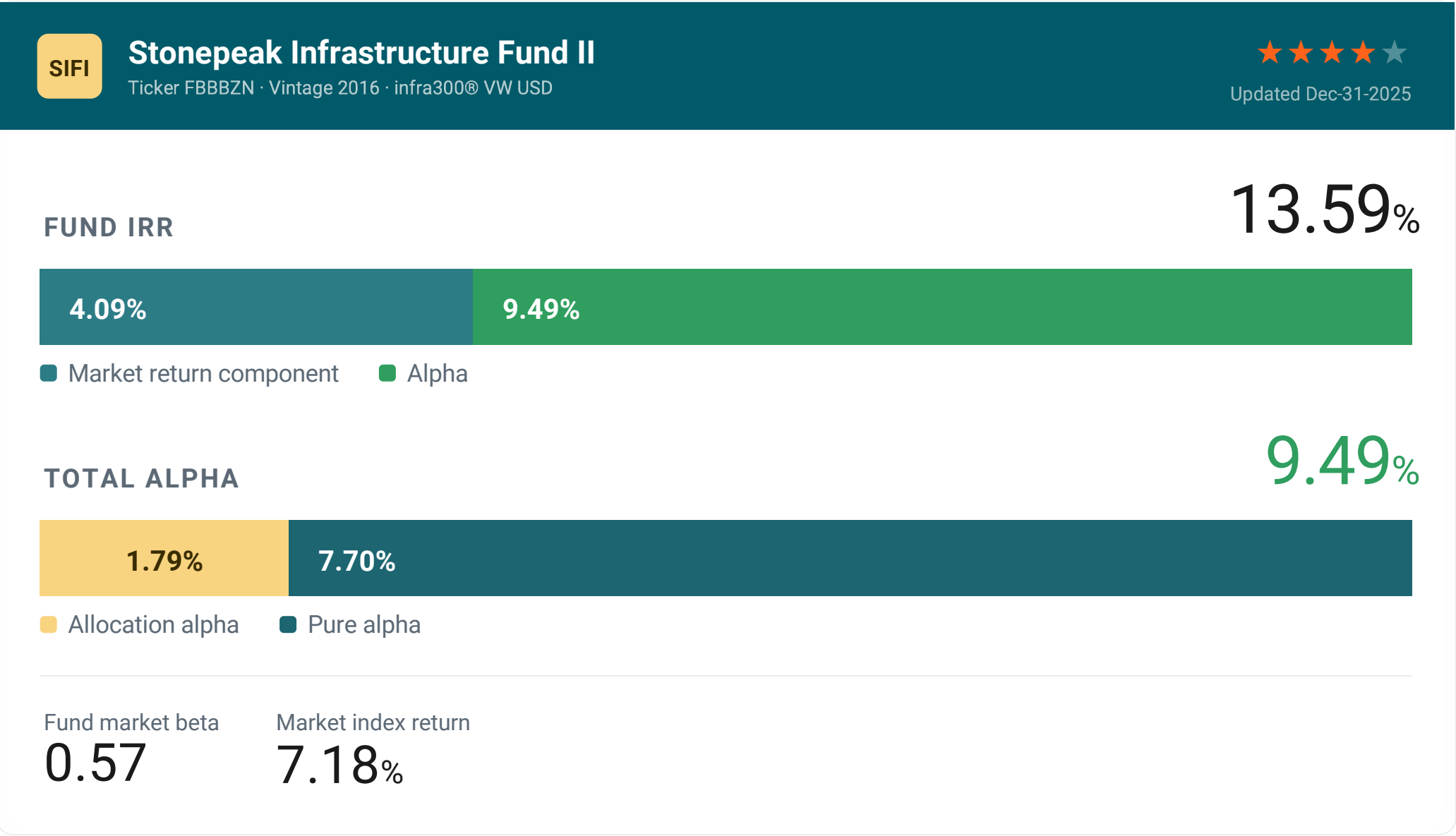
2013–24

Vintages covered

Benchmarked against private2000[®] and infra300[®] market indices · Free Pro access for qualifying institutional investors · pei.private-alpha.com

INSIDE THE PLATFORM · FUND PROFILE

Read any fund's true alpha and beta.



PERCENTILE RANKING

All funds

Global universe

87th
of 515

Region

Global

17th
of 122

Size

MegaCap

15th
of 102

Vintage

2016 invested

31st
of 179

Ranked on **market-adjusted alpha** — against the right peer set, not raw IRR.

LEAGUE TABLES

Star ranking by alpha. Risk ranking by beta.

Funds and GPs are ranked within a single universe — private-equity buyout or infrastructure — never across the two.
The managers shown are illustrative.

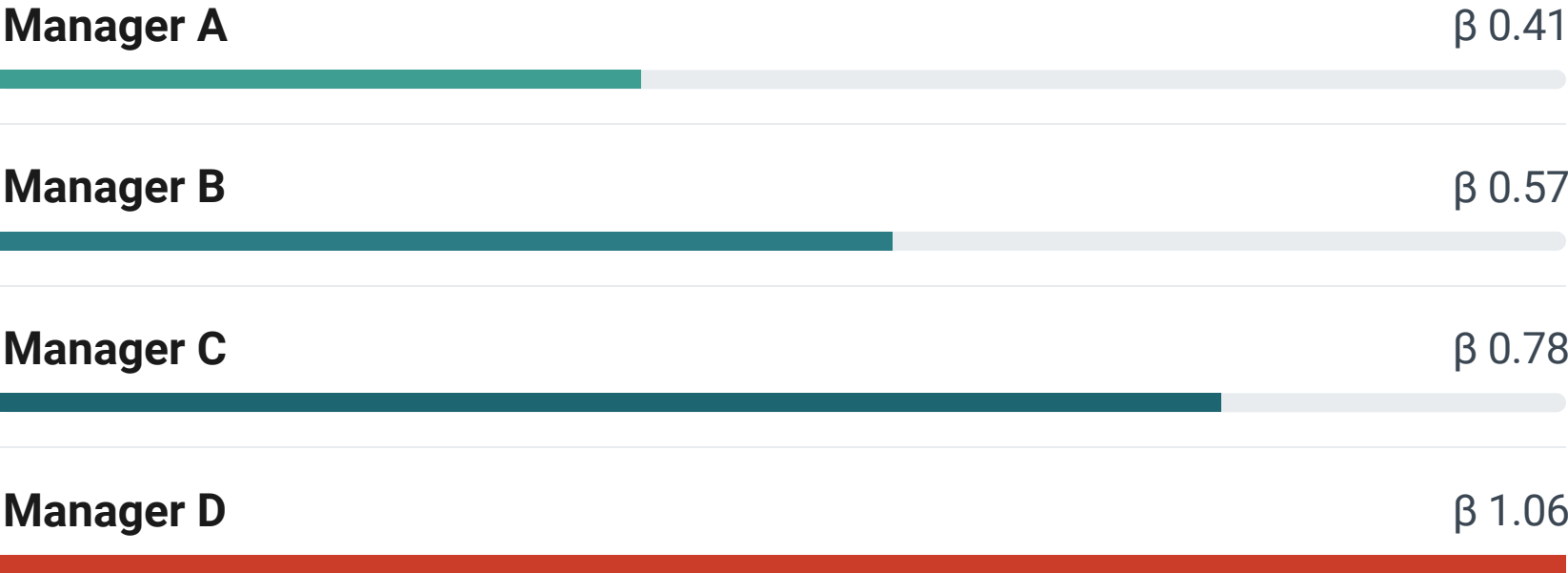
STAR RANKING · BY AVERAGE ALPHA

Where a fund or GP sits on genuine, market-adjusted outperformance — not raw IRR.

01	Manager A	★★★★★	+9.5%
02	Manager B	★★★★★	+6.2%
03	Manager C	★★★★★	+1.4%
04	Manager D	★★★☆☆	-2.1%

RISK RANKING · BY AVERAGE BETA

How much market risk drove a track record — and how much was the manager.



WHAT IT DOES FOR A GP

Tell your performance story the way it really happened.

FUNDRAISING & MARKETING

Prove genuine outperformance

Apples-to-apples alpha against the right market index — credible numbers for your next fundraise.

INVESTOR RELATIONS

Show the sources of your returns

Demonstrate how market, allocation and pure skill each contributed — transparency LPs trust.

SKILL BENCHMARKING

Benchmark your skill over time

Use alpha-persistence probability to evidence repeatable skill and support re-up conversations.

WHY SIPA

PEI
Scientific Infra
& Private Assets

The scientific reference for private-market performance.

The most accurate, robust and granular benchmarking data available in private markets today — built from asset-level data and repriced every month.

2019

Founded · private markets only

USD 1T+

Client private-market AUM

ESMA

Registered benchmark administrator

2026

Acquired by PEI Group

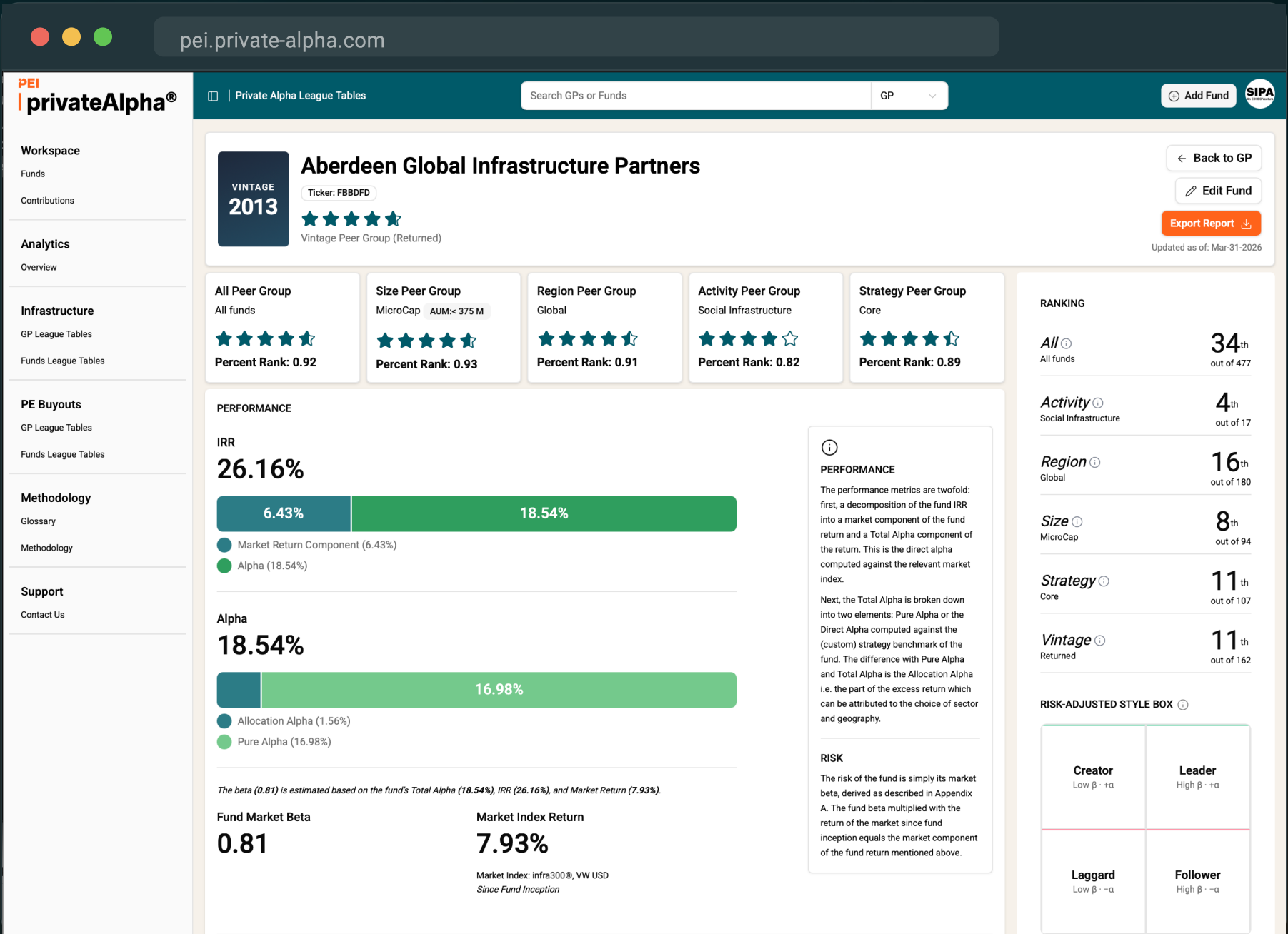
NEXT STEP

See your funds benchmarked
the right way.

Book a demo and we'll measure the true alpha and beta of your funds against the correct private-market benchmark.

Book a demo call → sales@sipametrics.com

pei.private-alpha.com



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