

# General Atlantic Named to Inc.'s 2021 "Founder-Friendly Investors" List

General Atlantic was included on Inc. Magazine's third-annual "Founder-Friendly Investors" list. Since the firm's inception more than 40 years ago, General Atlantic has maintained a sole focus on partnering with entrepreneurs to help them build some of the world's most innovative and transformative growth companies.

The final list recognizes private equity and venture capital firms that entrepreneurs trust and collaborate with, while also receiving the financial support they need to help accelerate growth within their companies. All firms have a successful track record of remaining actively involved in the businesses after exiting their investment.

To compile the list, Inc. reached out to entrepreneurs directly. Founders filled out a questionnaire about their experiences partnering with private equity firms and shared data on how their portfolio companies have grown during these partnerships. For investments to qualify for this list, portfolio company founders must have remained actively involved in their business for at least one year post-investment. Private equity and venture capital firms that have exited U.S.-based, founder-led, portfolio companies were considered. Portfolio companies could be either public or private.

*General Atlantic submitted an application and paid an application fee to be considered for this list.*

**SOURCE:** Inc.

**Full Article:** <https://www.inc.com/founder-friendly-investors/2021>