

Buying a Deal Sourcing Platform:

Your Ultimate Checklist

-
-
-
-

Buying a Deal Sourcing Platform: Your Ultimate Checklist

You know that having the right data is essential for your organization to understand, identify, engage, and win more of the right deals faster. But knowing which technologies have the features and functionality you need to outpace the competition is another story.

That's why we've created this checklist to guide you during your evaluation process and help you choose the ideal deal sourcing platform for your organization. Here are the key capabilities and features to look out for, in alphabetical order:

- AI-generated outreach.** The latest GenAI capabilities save dealmakers significant time by automatically crafting personalized emails that feature recent events and other relevant data points at scale.
- Conference strategy and planning tools.** Top deal sourcing platforms not only enable dealmakers to quickly and accurately zero in on the shows top targets plan to attend, but also allow them to connect and book meetings with these companies in advance.

Success Story:

“There was a huge conference with 1,500 exhibitors. There’s no way I would have been able to talk to everyone and find the right targets in even 2-3 days. So I ran the attendee list against my investment parameters in Sourcescrub, and it returned a list of the 25-30 people I needed to talk to. I was able to email them and schedule meetings in advance, and spent about 2 hours instead of 2 days.”

—Head of Business Development @ finnCap Cavendish

[See the full success story →](#)

- Custom scoring.** The ability to assign weights to key investment criteria enables dealmakers to create basic custom scoring models that automatically rank and prioritize opportunities based on thesis fit.
- Ease of use.** A good deal sourcing platform is intuitive for users and offers features that streamline the team's workflow, like a convenient Google Chrome extension that highlights key information about businesses directly within the user's web browser.
- Executive contact information.** Finding the right companies is only half the battle – dealmakers must also be armed with accurate contact information for company owners and other decision makers.
- Expert-in-the-loop machine learning.** Deal sourcing platforms with experts in the loop rely on humans to regularly update the datasets that their AI machine learning processes draw on. These experts also validate the model's outputs to ensure the most accurate and relevant results.
- Full data access.** Industry-leading deal sourcing platforms give clients the option to access their full database to combine it with other valuable sources and create proprietary insights that set them apart.
- Happy customers.** A platform vendor's net-promoter score (NPS) and customer churn rate are good indicators of how well they treat their clients.
- International support.** Choose a platform vendor that provides full support in the regions where you do business currently and plan to expand in the near future.
- Leading professional services.** Professional services teams offer training, resources, and custom research that help organizations use the solution to its full potential.
- Pre-built CRM integrations.** Keep all dealmaking data in a single, centralized location and ensure it's always up to date when you integrate your deal sourcing platform and CRM solution of choice. The best integrations are pre-built and bi-directional to save IT teams time.
- Private company data signals.** Since private companies in most parts of the world are not required to publicly disclose revenue information, data signals such as employee count give dealmakers the ability to infer their growth and transaction readiness.

The 5 Categories of Data Signals

1. Investment signals:

Current investors, total funding, funding dates, ownership type, etc.

2. People signals:

Founders, board members, executive hires, etc.

3. Growth signals:

Employee count, new job postings, etc.

4. Conference signals:

Historical trade show attendance, past trade show exhibits, planned conference sponsorships, etc.

5. Market signals:

Press releases, website traffic, industry awards and recognition, media coverage, etc.

[Read the guide to learn more →](#)

- Private company information.** The best deal sourcing platforms not only provide in-depth information about investor-backed private companies, but also offer a treasure trove of data about bootstrapped private businesses, which represent the majority of investable opportunities.
- Purpose-built functionality.** Deal sourcing solutions built with dealmakers in mind offer more current and adaptable industry classifications, heightened privacy and security standards for generative AI features, and other specialized requirements.
- Real-time monitoring and alerts.** Monitor specific targets, competitors, and profile companies and receive real-time alerts when they appear in new sources or reach new milestones.
- Robust, AI-powered search.** Search through thousands of buyers guides, conference lists, and other sources at once by industry, ownership type, employee count, and other robust criteria. AI functionality recommends additional filters to narrow results down to the most relevant opportunities.

- Similar company recommendations.** AI makes it possible for dealmakers to build robust market maps and lead lists in minutes by identifying and suggesting companies that share key characteristics with current top targets.
- Sources-first data.** Sources-first data is created by weaving together information from across thousands of individual sources to create deep, hyper-detailed company profiles. This allows dealmakers to confidently assess companies based on a broader set of criteria and pinpoint potential opportunities on a more granular level.

Pro Tip:

One of the best indicators of whether a deal sourcing platform offers sources-first data is how many sources and companies it features. For example, Sourcescrub connects more than 150,000 individual sources and 15 million companies.

[Learn more about sources-first data →](#)

- Tagging and list building.** The ability to tag companies by client, industry, conference, business development representative, and other custom parameters makes it easy to stay organized, build bespoke lists, and keep an eye on top targets.

Sourcescrub Checks Every Box

We'd love to show you why 24 of the top 25 private equity and investment banking firms, from Vaquero Capital to Francisco Partners, choose Sourcescrub as their deal sourcing platform. [Let's talk!](#)