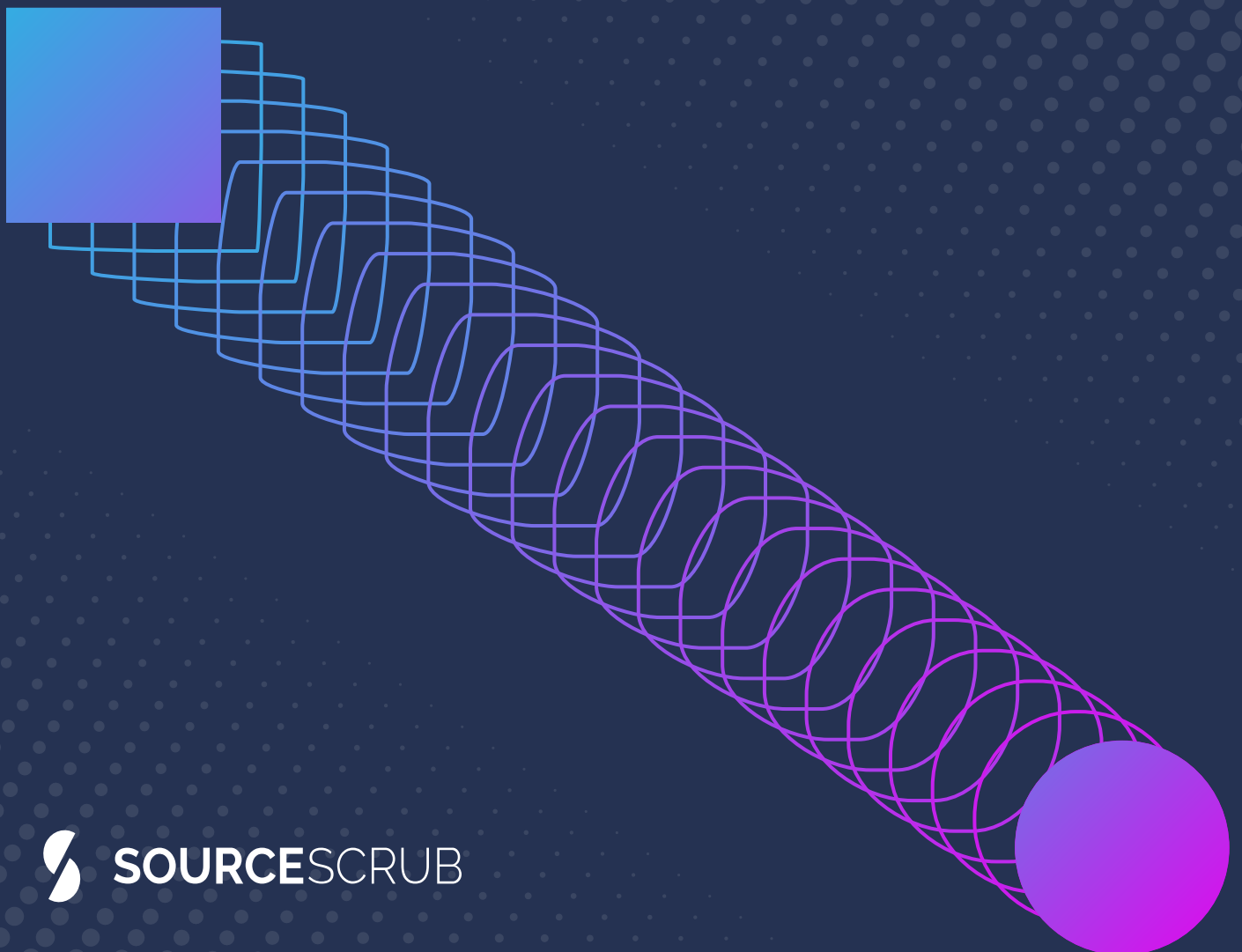


DATASITE  
GENERATES 60%  
OF LATE-STAGE  
M&A DEALS USING  
SOURCESCRUB



# ABOUT DATASITE

*Datasite*, the leading SaaS-based technology provider for global mergers and acquisitions (M&A) professionals, is revolutionizing traditional M&A with a platform designed to facilitate deals across every stage of the M&A lifecycle.

Datasite supports close to 10,000 deals annually and dealmakers in more than 170 countries manage their deals using the Datasite platform, including 74 of the top 100 global legal firms and all of the top 20 global financial advisory firms.

## Case Study Highlights

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**3x**

time savings creating comprehensive market map

**60%**

of late-stage M&A deals generated via SourceScrub

**6-week**

turnaround for complete corporate development strategy



# The Challenge:

## Building a Corporate Development Strategy in 6 Weeks

Shortly after rebranding itself as a digital-first company, Datasite brought Charles Shannon on as its Senior Vice President of Corporate Development. His mandate was to lead Datasite's inorganic growth strategy by identifying strategic acquisition targets in the M&A space.

"The day after I started, I was asked if I could create, build, and launch my M&A strategy by our next board meeting," recalls Charles. "The only problem was, the board meeting was less than 6 weeks away."

The first step to developing an M&A strategy is putting together a comprehensive market map. The process involves researching hundreds of companies and categorizing them by sub-industry, size, and other factors to understand where they fit within the larger ecosystem.

"I think of markets as giant pyramids," explains Charles. "The bigger public companies are at the top. Then you have mid-size transacted companies in the middle. **But the majority of the pyramid consists of smaller bootstrapped companies, which are the**

***acquisition targets that are the most difficult to find and can provide the most value.***"

While information about public and transacted companies has been made largely available via Google and traditional data service providers, accurate and complete data for non-transacted companies is much harder to find. "I knew there was no way I could build out a thorough market map at the level of granularity that I needed to guide an entire M&A strategy doing manual research — especially in 6 weeks," says Charles.



# The Solution:

## Complete, Fresh, and Accurate Bootstrapped Company Data

Charles had used SourceScrub's private company intelligence platform to learn about specific markets and identify relevant bootstrapped companies at his previous job. ***"As soon as I knew I needed to present my entire M&A strategy in 6 weeks, I texted my SourceScrub contact and said, 'I need SourceScrub. And I need it today,'"*** he shares.

Charles immediately began using SourceScrub to discover, understand, and map founder-owned companies across the global M&A landscape — a process he continues to replicate to identify new and emerging companies each month as he explores new sectors. After searching various lists by keywords like industry and ownership, he then filters them by data signals that indicate positive growth, like new hires and job postings.

***"SourceScrub gives me names of relevant companies that I otherwise wouldn't even know exist — let alone that they're growing,"*** reveals Charles. "The tool also feeds into itself. Once I have an initial list of companies, I can then search for others with similar profiles, which leads to another list,

and so on and so forth."

Charles relies heavily on SourceScrub's Google Chrome extension, which allows users to Google non-transacted companies and immediately access dozens of data points about them in SourceScrub directly from their web browser. "If I ever find a company that isn't in SourceScrub, I just submit it to their data operations team, and they'll scrub it and get it in the tool for me in no time," he says.

He also leverages SourceScrub's tagging functionality to keep everything organized as his market maps continue to expand. "I tag companies by segment, whether I've already evaluated them, when I should follow-up again, how good of a fit they are — SourceScrub tags add structure to data and really make it actionable," says Charles.



# The Results:

## Proprietary Deal Flow Generation and 3x Faster Market Mapping

Using SourceScrub, Charles was able to evaluate over 6,000 businesses, narrow this list down to 600 companies, and develop a comprehensive corporate development strategy just in time for the board meeting. “There’s no way I could have done this with any other tool besides SourceScrub,” he reveals.

Creating his initial market map took just 4 weeks — a project that would have taken 12 weeks without SourceScrub, resulting in 3x time savings. However, Charles insists, “Even if I’d had more time, it wouldn’t have mattered without SourceScrub. The map would have been much smaller and far less accurate because I wouldn’t have known that half the companies on there existed.”

Today, Charles’ market map spans the M&A lifecycle as well as vertical and horizontal market expansion opportunities, and serves as the backbone of Datasite’s M&A strategy. “My job is to find and contact promising companies before private equity or venture capital firms discover them,” says Charles. **“I’m ultimately responsible for driving proprietary**

**deal flow, and I simply can’t do my job without SourceScrub.”**

A significant number of the opportunities currently in Datasite’s M&A pipeline were found in SourceScrub. When it comes to late-stage opportunities with a letter of intent in progress, 60% originated in SourceScrub. According to Charles, **“If it weren’t for SourceScrub, I would have been unable to find and contact the companies that now represent the majority of my late-stage deals.”**



SourceScrub, LLC is a market-leading data service for investment and M&A firms looking to research, find, and connect with privately-held companies. Founded in 2015, the SourceScrub platform has over 150M data points on private companies and combines the most advanced technologies with a Data Operations team of over 600 to ensure the highest quality signal. In 2020, SourceScrub was recognized by Inc as one of the top 600 fastest growing companies in the United States.

**To learn more, visit**  
**[www.sourcescrub.com](http://www.sourcescrub.com)**

