SOURCESCRUB

Leading UK Tech Growth Firm Builds a Proprietary Advantage with SourceScrub's API

The Opportunity

A leading European growth capital firm focusing on the technology sector needed a way to accelerate its deal origination strategy and build a proprietary deal sourcing model. Since the team's strategy doesn't rely on inbound interest, it requires fresh, accurate data to build out its three-prong direct sourcing approach. For the firm to have an understanding of the potential investment targets, they needed information such as headcount, contact information, news alerts, and conference intelligence in order to follow the trajectory and potential growth of these companies. This led the firm to identify SourceScrub as a key component of its tech stack.

100% of deals originated using SourceScrub's purpose-built sourcing platform

The firm begins by researching a specific target sector. The team maps the market to develop a macro lens and find the best companies, and then segments this map to determine which companies fit their ideal investment profile. The team's next sourcing method involves triangulating their targeted companies with conference lists to identify which conferences would be the most worthwhile.

Finally, the firm leverages the intel they've gathered to take a very targeted outreach approach. As its managing director explains, there is often "a particular company we want to focus on," so the team keeps tabs on its latest news and updates. It then uses this information to create a holistic picture of that opportunity, consistently deliver personalized outreach, meet with key decision makers in person, and grow a relationship over time.

The Results ⊘

The firm has successfully built a sustainable advantage using data-driven insights fueled through APIs like SourceScrub's. Using SourceScrub's API combined with other data sources, the firm has created a proprietary dashboard to accelerate and streamline deal sourcing. "You want the system to tell you what to do, not just inform," says the firm's managing director, "And that's just what SourceScrub has been able to help us do."

As a result, SourceScrub is an integral part of the firm's tech stack, especially for headcount, contact information, news alerts, and conference data. The firm also uses the platform to support market mapping processes, as well as for data validation. Now, 100% of the firm's deals are sourced using SourceScrub.

With SourceScrub, the firm has been able to generate a competitive market advantage through custom scoring models and insights gleaned from its proprietary dashboard. Despite recent economic uncertainty, the managing director is confident in the firm's future because of the tech stack they've been able to build. "It's a great time to be hunting right now," he says.