

# FINNCAP CAVENDISH BANKS ON SOURCESCRUB FOR DEAL ORIGINATION



# ABOUT FINNCAP

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finnCap Cavendish is one of the UK's leading mid-market M&A advisors and focuses on the sale of private companies across sectors including technology, healthcare, business and financial services.

Founded in 1988, finnCap has advised on well over 600 company sales with an aggregate value in excess of £3 billion.

## Highlights

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**10~15%**

of live deals originated in SourceScrub

**x2**analysts

Significant annual savings using SourceScrub to source deals rather than 2 employed analysts

**6x**

Time spent at conferences reduced by 6x



# Challenge:

## Manual, Time-Consuming Deal Origination Tactics

finnCap focuses on top-performing private and founder-owned companies across a variety of sectors. Working in such a massive market landscape with so little publicly available data makes outbound deal origination critical to the success of the firm. But traditional sourcing tactics forced the deal origination team, which is segmented into smaller groups that specialize in certain sectors, to spend hours manually combing through lists for relevant opportunities.

finnCap's Head of Business Development, Jonny Burr, knew this time would be better spent reaching out to and building relationships with these leads, but he was skeptical of most data service providers and deal sourcing platforms on the market. **"So many products say they can help firms take a data-driven approach to deal origination, but the data they provide isn't thorough or accurate enough, especially when it comes to the private market,"** he says.

Fortunately, Josh Gould, finnCap's Director of Deal Origination, had the

perfect solution in mind. "My team is focused on consumer , enterprise software, and human capital management sectors," he shares. **"We needed the ability to quickly and accurately map these markets, pinpoint the players that aligned with our investment criteria, and immediately start pursuing them in a personalized way. I had used SourceScrub at my previous company, and I was confident that it could really help us at finnCap."**



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# Solution:

## Thorough Market Maps, Rapid Deal Sourcing, and Actionable Data Signals

**“I was immediately impressed by the depth and accuracy of private company data that SourceScrub provides,”** says Jonny. **“The platform combines the speed and precision of AI with the context and quality- assurance of humans, and the result is far superior than anything else that’s on the market.”**

Rather than manually sifting through buyer’s guides and industry awards lists, the team now uses SourceScrub’s robust search and filtering capabilities to rapidly research specific sectors and surface relevant companies. “I feel pretty confident that I now have entire private niche sectors mapped with SourceScrub,” reveals Josh. **“I started by filtering lists by data points like industry, employee count, and ownership type, and before I knew it I was uncovering all of these opportunities that I had no idea were there.”**

The ability to quickly get up to speed on markets and pinpoint ideal opportunities leaves the team more time to actively pursue and meet with prospects. They use

SourceScrub data signals like media coverage, executive hires, and conference attendance to personalize outreach, differentiate themselves from competitors, and grow valuable relationships over time.

**SourceScrub is also instrumental in the team’s conference strategy and planning process.** “There was a huge conference in London with 1,500 exhibitors,” Jonny recalls. “There’s no way I would have been able to talk to everyone and find the right targets, even in two or three 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 I spent about two hours there instead of two days.”



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# Results:

## Less Time Sourcing Deals and More Time Closing Them

Today, 10-15% of finnCap's active deal pipeline originated in SourceScrub. However, according to Jonny, even if a deal didn't originate directly in the platform, the time saved in SourceScrub has given breathing space to alternative methods for finding deals. **"SourceScrub saves us so much time doing things like researching markets, finding executive contact information, and planning for conferences,"** explains Jonny. **"This is time that we're able to reallocate to finding deals, so really SourceScrub is to thank even for the deals that we're able to source outside the platform."**

Time is money, and using SourceScrub to power deal origination also saves finnCap the cost of around 2 analysts each year. "If I were attending a conference of 500 businesses, it would take someone two days to manually research every company and know whether it's a target," says Jonny. "We have 3-4 of these types of projects running consistently. **Without SourceScrub, we would have to hire one to two people, full-time to do all that work.**"

As deal volume slows and firms face economic uncertainty going into next year, finnCap is planning to double down on its direct deal sourcing efforts. The team also recognizes the growing importance of nurturing personal relationships with top targets during these times. "We're seeing more folks on our team call prospects instead of email, and even mail hand-written notes," says Josh. **"Fostering these kinds of connections and keeping your firm top of mind when the market is slow is what differentiates teams and sets them up for long-term success. And it's impossible to do that well without a tool like SourceScrub."**



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SourceScrub is a market-leading Deal Sourcing Platform for investment and M&A firms looking to research, find, and connect with founder-owned companies. Founded in 2015, SourceScrub provides deal-ready data, purpose-built tools, and on-demand data operations to give firms a decisive advantage so they never miss a deal.

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

