

Debt Financing Firm Chooses Sourcescrub to Outsmart the Competition

About the Firm

This Midwest-based private market investment firm provides multi-asset class debt financing for companies across a wide range of industries. The firm has partnered with more than 85 companies and committed over \$2 billion in capital to date.



Case Study Highlights

35%

of deal pipeline originated using Sourcescrub

50%

of directly sourced/proprietary deals originated in Sourcescrub

2x

increase in company research and sourcing efficiency



Challenge

High Stakes and Competition

Because debt financing deal sizes are typically much smaller than in private equity, every win counts. And the competition is extra fierce when working in broad sectors like software. That's why this business development expert knew he had to find a way to get creative and move quickly when he joined a leading debt financing firm as a Vice President.

"I knew I didn't have time to scrub Google and LinkedIn to get up to speed and look for opportunities," he shares. "I needed a way to get smart on niche markets and find proprietary deals fast, and that whatever tool I chose had to enable me to pinpoint companies based on super specific criteria our competitors weren't already considering."



Solution

Signal Data and Real-time Alerts

Having used Sourcescrub at his previous firm, this VP knew the platform had exactly what he needed. It offers an industry-leading breadth and depth of private company data, including growth signals like employee count. He is able to narrow thousands of potential opportunities down to the most relevant targets using a unique combination of investment criteria like founding year, estimated revenue, and headcount growth.

He also uses Sourcescrub to help determine which industry conferences are worth his time based on the number of relevant companies planning to attend and meetings he's able to book. Real-time company monitoring and alerts keep him up-to-date on specific industries and opportunities so he always has a reason to reach out and showcase his domain expertise.



Results

Increased Efficiency and Deal Pipeline

Despite using Sourcescrub for just a few months, 35% of the debt financing firm's VP's total deal pipeline originated in the platform. This represents approximately 50% of his directly sourced/proprietary deals. "Sourcescrub enables me to think outside the box and find opportunities that other lenders don't know about," he says.

The platform also allows this VP to research and source deals 2x as efficiently, so he can focus more of his time on meeting and building relationships with top targets. "I can spend an hour or two in Sourcescrub to identify a list of hyper-relevant proprietary opportunities, use industry insights from the platform to craft personalized outreach to them, and fill my calendar for weeks," he says. "Sourcescrub is truly a game changer."



"Sourcescrub is the industry-leading deal sourcing platform – there's no competition. I can't even imagine having to use any other tool."

– Vice President, Debt Financing Firm