


Channel Equity Partners Fuels Outbound Deal Sourcing with Sourcescrub

About Channel Equity Partners

Based in San Diego, CA, Channel Equity Partners makes early growth equity investments in B2B SaaS companies in the United States and Canada. Founded in 2022, the firm made several pre-fund investments and is currently investing out of Fund I.

Case Study Highlights

3x Sourcescrub customer

 Significant value and time savings from workflow automations and unified data

Challenge

Choosing the Right Deal Sourcing Platform

Andrew Albert and Jensen Bryant worked together for almost eight years at another software-focused growth equity firm before deciding to step out and start Channel Equity Partners (Channel). While their inbound deal flow is robust after nearly a decade of software investing, the co-founders knew they needed a purpose-built deal sourcing platform to efficiently scale their proprietary, outbound origination. Having both used Sourcescrub twice before Channel, Andrew and Jensen knew the platform would be ideal for their needs; to be diligent, however, they did evaluate several competitors. They quickly decided to return to Sourcescrub thanks to its unmatched event intelligence, bi-directional integration with Channel's CRM, and stellar customer success.

Solution

Conference Intelligence, CRM Integration, and More

Andrew and Jensen use Sourcescrub to quickly identify and research promising, private B2B SaaS companies that meet their specific investment criteria. This includes identifying the highest value upcoming conferences based on the attendance of relevant targets. Once a target has been identified, Sourcescrub automatically feeds up-to-date company and contact information directly to Channel's CRM platform, DealCloud. This enables Andrew and Jensen to view helpful account-level details – such as headcount and funding data – in their company record. Sourcescrub's bi-directional sync also ensures that they can view relevant CRM fields, such as target status, in Sourcescrub. Channel receives weekly notifications from Sourcescrub whenever a company on its radar exhibits key growth signals that Andrew and Jensen have specified, like increasing headcount in the absence of recent funding.

Results

Long-term Partnership and Cost Savings

Choosing Sourcescrub for the third time in their careers has been an extremely positive experience for Andrew and Jensen. Channel has already seen major efficiency gains using the platform to find relevant conference attendees, research interesting companies, stay on top of targets, and sync all this data to DealCloud. "If we didn't have Sourcescrub, there's no way we could efficiently identify, connect with, and track interesting B2B software companies, on top of everything else we have to do as Managing Partners, without additional headcount," says Andrew. "The bi-directional integration between Sourcescrub and DealCloud alone saves us hours per week in manual data entry and ensures unification between our source of truth (DealCloud) and our most important prospecting solution (Sourcescrub). Sourcescrub is more than a platform at this point – it's a partner."



"Sourcescrub has proven to be an invaluable partner for the team at Channel Equity Partners. The platform continues to fuel our growth and empowers us to achieve so much more compared to other firms our size. I would choose them a fourth time!"

– **Jensen Bryant**, Co-Founder, Channel Equity Partners