

# Leading Private Equity Growth Firm Builds Proprietary Data Advantage with Sourcescrub

## About Data Connect Cloud

Sourcescrub's Data Connect Cloud give you complete access to our always-growing and continuously-refreshed database and provide the foundation for a one-of-a-kind data asset and tailored solutions. Whether for modeling and analytics, or intelligence and insight, you'll see things your competitors can't.



## Case Study Highlights

**4**

Transactions per year before Sourcescrub

**12**

Transactions per year after Sourcescrub

**3x**

increase in deal volume

### Challenge

**Team needed to surface non-transacted companies faster than their competitors**

A leading private equity growth firm decided to use Sourcescrub to identify non-transacted companies earlier and faster than their competitors. But this project became the catalyst for the creation of a proprietary data advantage that has helped triple deal volume.

Using Sourcescrub to surface promising bootstrapped companies was such a success that after just two months, the firm's parent group decided to also use Sourcescrub.

### Solution

**Firm builds proprietary solution around Sourcescrub data to find more add-on opportunities**

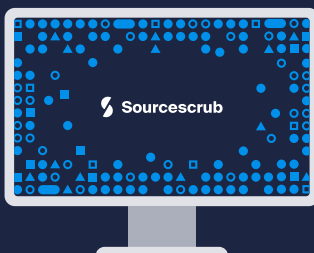
The goal? To generate exclusive market intelligence and better pinpoint opportunities that align with portfolio companies' add-on strategies.

The parent group soon hired a Chief Technology Officer who expanded Sourcescrub use across both firms. He also upgraded their data access to include Sourcescrub's solution for data warehouses – a full-fidelity feed of every company-related data dimension, historic trend, and signal the platform has to offer.

### Results

**Firm begins closes 3X more add-on deals**

Today, the firm and its parent group share a Sourcescrub account with 20 users and counting. Analysts and associates rely on Sourcescrub's signal data on employees, ownership, funding, news and more to stay on top of bootstrapped prospects and better time and personalize their outreach. Prior to using Sourcescrub, the growth equity firm closed 13 deals in 3.5 years. Since they began working with Sourcescrub 2.5 years ago, the firm has closed over 30 deals. That's a more than 3x increase in deal volume!



## About Sourcescrub

Sourcescrub is the leading Sources-first Deal Sourcing Platform for investment and M&A teams looking to research, find, and connect with founder-owned companies. Founded in 2015, Sourcescrub leverages AI and on-demand data operations to provide rich deal-ready data, unique insights from over interconnected 150,000 Source lists, and an AI-driven platform to give firms a decisive advantage so they never miss a deal.

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