

Frog Capital Increases Deal Flow by 50% with Sourcescrub

About Frog Capital

Frog Capital is a European “scale-up investor” focusing on purpose-driven software businesses that have achieved product market fit and are ready for significant growth. Founded in 2008, Frog offers growth capital as well as operational support through its Scale-Up Methodology and expert investment team.



Case Study Highlights

50%

increase in total deal flow

2x

boost in directly sourced pipeline contribution

80%

improvement in conference planning efficiency

Challenge

Unprecedented Competition and Major Data Gaps

As Principal at Frog Capital, Konstantin Koenig focuses largely on finding exciting early-stage opportunities that match the firm’s investment criteria. As the market grew increasingly competitive, he noticed that Frog’s current data provider wasn’t delivering the breadth and depth of private company coverage he needed.

“Not only are there more VCs out there competing for companies’ attention, but software is also an extremely big, broad space that requires firms to find their niche,” says Konstantin. “We needed a tool that enabled us to sharpen our sourcing engine and find promising opportunities earlier than anyone else.”

Solution

Deep Private Company Profiles and Conference Planning Intelligence

Frog chose Sourcescrub because of the millions of deep, private company profiles it offers. Konstantin is able to quickly filter through the thousands of sources where these companies appear to build outreach lists of ideal targets using Frog’s unique investment criteria. This includes employee growth over time, a revenue proxy data signal that’s difficult to accurately track but Sourcescrub provides.

The team also leverages Sourcescrub for conference planning. “Every year we attend this massive trade show in Munich,” Konstantin shares. “It used to take my team hours to comb through the attendee list on the conference app and research each individual company. Now Sourcescrub gives me a short list of attendees that most closely match our investment criteria in just a few minutes.”

Results

Greater Deal Flow and Operational Efficiency

Konstantin and his team are now able to see the full universe of private companies and relevant possibilities with Sourcescrub, resulting in a 50% increase in deal flow. This deal flow is also more consistent and predictable. Opportunistic inbound networking once accounted for 75% of the deals in Frog’s pipeline, with direct sourcing making up the other 25%. Since implementing Sourcescrub, directly sourced pipeline contribution has doubled to 50%.

“Sourcescrub has delivered incredible operational efficiency gains,” tells Konstantin. “We’re working at the same capacity, but we’re seeing significantly more deals.” He estimates that conference planning efficiency has increased by 80%, leaving him more time to focus on connecting with the right companies and closing deals.



“I know we were missing out on deals before Sourcescrub, simply because we had no way of knowing many of these niche, private companies even existed. With Sourcescrub, I feel confident that I’m seeing all the opportunities, and the increase in deal flow is evidence of that.”

– Konstantin Koenig, Principal, Frog Capital