Sourcescrub

FinnCap Cavendish Banks on Sourcescrub for Deal Origination

About finnCap

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.

Case Study Highlights

6x
Reduced time spent at conferences

10-15%
of live deals originated in Sourcescrub

x2 analysts
Significant annual savings using Sourcescrub to source deals rather than 2 employed analysts

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.

Solution

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

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 Gould, Director of Deal Origination at finnCap. "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."

Results

Less Time Sourcing Deals and More Time Closing Them

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, Head of Business Development at finnCap. "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."



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*