

Boathouse Capital Leans Heavily on Sourcescrub for Proprietary Sourcing Efforts

About Boathouse Capital

Boathouse Capital provides flexible capital to growth and later-stage businesses in the software, healthcare, and tech-enabled services sectors. With its partnership-first and creative approach to delivering capital, Boathouse has invested more than \$1.5 billion in cutting-edge companies including AnalyticsIQ, Choozle, Mediafly, and Sageworks.



Case Study Highlights

40%

of deal flow originated using Sourcescrub

300%

increase in proprietary opportunities

50%

increase in won add-on deals

50%

improvement in deal sourcing productivity

Challenge

Building a Proprietary Deal Sourcing Motion

Finding reliable revenue and operating data for growth-stage companies not actively seeking investment wasn't easy. Steve Dressel, M&A Director at Boathouse, spent hours each day manually piecing together information from Crunchbase, LinkedIn, and Google search in spreadsheets, since the firm's CRM couldn't handle the influx of data. "We just didn't have the right tools," recalls Steve. "We wound up with a lot of bad emails and outdated information that made my job so much harder."

Solution

Using Data Signals to Find Platform and Add-on Opportunities

Depending on specific thesis criteria, Steve uses Sourcescrub to surface and compile lists of relevant companies based on a unique combination of data signals including employee growth and last funding date. To better organize and manage these lists, Steve tags them in Sourcescrub, and even sometimes uses the tool's custom scoring functionality to rank and prioritize top-performing targets. He then passes these lead lists directly to Salesforce using Sourcescrub's pre-built CRM integration and robust enrichment functionality. Steve explains, "Sourcescrub is an integral part of moving large quantities of data very quickly and being able to parse through it."

Results

Greater Deal Flow and More Add-on Wins

According to Colin, Partner at Boathouse, adding direct sourcing on top of the firm's work with financial intermediaries has been a big competitive advantage for Boathouse. "Our ability to consistently generate high-value proprietary deals is a major differentiator and gives our firm credibility with our LPs," he says. "It shows that we have an impressive tech stack and well-oiled process for forcing deal flow and systematically scaling the firm – and we wouldn't have any of that without Sourcescrub."

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