GCP Enhances Research Capabilities in New Markets with Sourcescrub

About Growth Capital Partners

As the original UK partnership investor, Growth Capital Partners (GCP) is known for providing ambitious entrepreneurs with equity capital for growth, strategic support for accelerated scaling, and shareholder liquidity. Headquartered in London and founded more than 25 years ago, GCP has made nearly 50 partnership investments to date.

Case Study Highlights

50%
annual boost in lead volume

6x
increase in research and sourcing productivity

200+%
time savings on CRM data syncing

Challenge

Shifting from Generalized to Sector-Specific Sourcing

GCP hired Michael Gray as its Origination Director five years ago to help support and systemize GCP's transition from a generalist investor to a more thematic and strategic approach across two core sectors. "My job is to lead and enhance our early engagement activity with prospective companies in advance of any potential fund raise," says Michael. Once an attractive sub-sector has been identified and targets that match the team's thesis criteria have been determined, next steps traditionally involve searching for contact data and manually entering information into the firm's CRM. This all needs to be done before any outreach can take place. "As a team of one, company research, identification, and information gathering requires hours that I really don't have. The targeted outreach and refined messaging pre-meeting is where I want to focus... We needed a tool to effectively leverage my time and enable the investment team to be more effective with theirs."

Solution

AI-Powered Origination with Automation and Alerts

After researching several vendors, Michael chose Sourcescrub thanks to its intuitive user experience, data quality, and AI-driven capabilities. "We generally have a small number of attractive, niche targets that I have already identified, and the tool enables us to build an extended list of equally attractive businesses with a few clicks and minor search refinements," says Michael. All of the information about these businesses can be passed directly to GCP's CRM. If a business does not fulfill all the investment criteria but may be interesting in the future, Michael is able to track it. "Sourcescrub data signals are extremely insightful for knowing whether a private company is growing and has potentially become more relevant than when they were initially identified. I'm able to tag the targets I'm interested in and then Sourcescrub automatically sends me alerts whenever they are added to a new source, have a major product announcement, or receive industry recognition."

Results

More Specialized Leads in Less Time

Replacing manual company research and data entry with Sourcescrub's deal sourcing platform saves Michael significant time while also improving results, including a 6x increase in research and sourcing productivity. "Going from a company name on a webpage to actually reaching out to someone used to take at least thirty minutes," he reveals. "Now it takes just five minutes." Michael is now able to focus on more strategic, higher value tasks, like crafting personalized outreach emails and building meaningful relationships with relevant targets. "The market continues to be increasingly competitive, so building relationships with businesses as early as possible makes a huge difference. Not only does Sourcescrub help me identify attractive platform businesses, but we have also been able to accelerate potential M&A identification across multiple portfolio investments." This has led to a 50% annual boost in sector-specific lead volumes.

"In a short period of time Sourcescrub has become embedded in how we research and identify potential targets."

— **Michael Gray**, Origination Director, GCP