

VSS Uses Sourcescrub to Get Granular and Accelerate Data-driven Deal Sourcing by 150%

About VSS

VSS Capital Partners, known as VSS, is a private investment firm that provides flexible capital for lower middle-market companies in the business services, healthcare, and education industries. Founded in 1987, VSS boasts nearly 100 portfolio companies, has completed more than 400 add-on acquisitions, and has managed \$4 billion in capital since inception.



Case Study Highlights

150%

faster direct deal sourcing

100%

increase in proprietary deal flow

125%

growth in add-on opportunities

Challenge

Increased Competition and Market Uncertainty

Directly sourcing proprietary platform opportunities as well as potential add-ons for portfolio companies meant that Jordan Margolin, Head of Business Development at VSS, needed a more efficient and reliable tool. Data solutions that focused on already-transacted companies came up short. Jordan and his team needed to identify opportunities more methodically if they were to win proprietary deals. Not only did they need accurate coverage of founder-owned companies, but also reliable data signals for quickly evaluating strategic fit and potential.

Solution

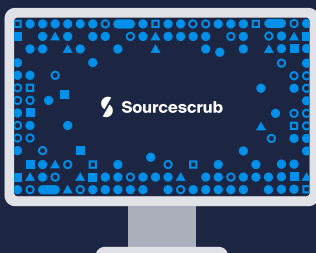
Granular Perspective on the Private Company Universe

Sourcescrub provides contact details for key decision makers for 99% of founder-backed companies, making it easy for Jordan to get in touch with the right people to build relationships with. To differentiate VSS from other private investment firms, Jordan leverages Sourcescrub to understand a company's digital footprint and maturity journey through their conference attendance, presence in award publications, industry recognition lists, and investment bank-generated market maps.

Results

More Proprietary Deal Flow and Greater Confidence

Approximately 50% of VSS's closed deals are now proprietary, and Jordan credits Sourcescrub with playing a large role. "Sourcescrub enables us to find amazing bootstrapped opportunities much faster and earlier than other firms," says Jordan. "Getting there first really increases the chances of winning those deals." Since choosing Sourcescrub, VSS has seen an 100% increase in proprietary deal flow, as well as 125% growth in add-on opportunities.



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