

# Sources are the Foundation of Sourcescrub

## Turning Complexity into Clarity

M&A dealmaking is driven by information. But information on private companies, especially those that haven't taken on any investments, is notoriously hard to navigate. It's scarce, messy, and scattered across company websites, industry roundups, trade show lists, and endless other sources.

But these sources of information are the lifeblood of private equity transactions, and dealmakers go to crazy lengths to find it. In fact, this was the founding motivation for Sourcescrub – to turn a manual, haphazard process into a methodical, scalable one.

Sources are the foundation of Sourcescrub – the name isn't a coincidence. Using a balance of artificial intelligence with human-in-the-loop machine learning, Sourcescrub scours every publicly available source of private company data we can find, more than 150,000 of them and growing every week.

**Sources are not just a source of information, but also an interconnected web of insight. We attach every company profile back to its Sources to provide instant context for list building, market mapping, and research.**

## Unexpected Benefits

A sources-first approach may seem like a simple twist, but it's actually transformational.

### Quality:

More sources improves data quality and richness by offering multi-source validation and interpretation.

### Context:

Interconnected sources provide instant context, allowing dealmakers to go from a company view to a market view that reveals industry peers and accelerates list building, market mapping, conference planning, and more.

### Intent:

Sources reveal intent and other derived information that can't be directly observed, such as growth intent and strategy insights based on things like headcount growth, job listings, trade show participation, and buyer's guides.



## Some of the Sources in Sourcescrub

- 110K conference lists
- 22K portfolio lists
- 22K buyer's guides
- 11K custom research lists
- 7K top lists
- 2K professional association lists

# How it Works

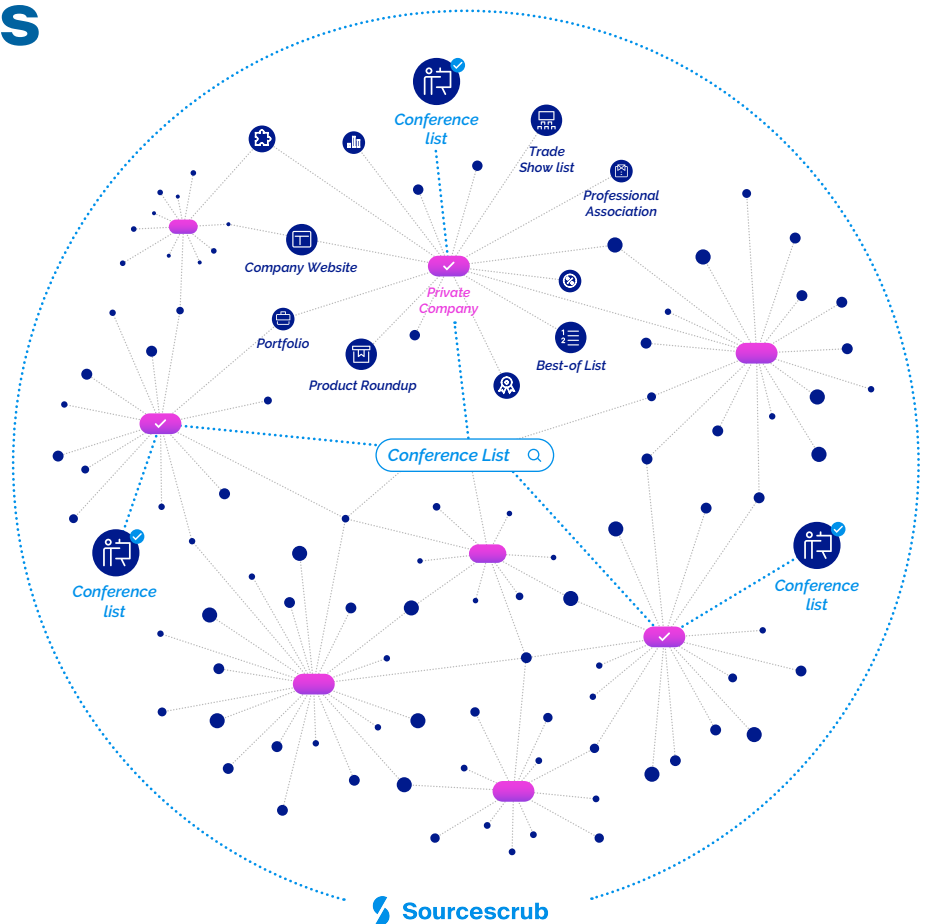
## Using Sources

### 1. Market mapping

- Look at top lists and buyer's guides to understand who the market leaders are in each sector and understand industry trends

### 2. Target insights and identification

- Gain insight by seeing where targets are going, their digital footprint, and who they're keeping company with
- Triangulate targets with lists they appear in to find more potential targets



### 3. Personalized outreach

- Differentiate when reaching out by providing unique insights based on a company's digital footprint, milestones, and benchmarks

### 4. Conference preparation

- Compare conference lists to targets to find the best conferences, prepare and book meetings

### 5. Keep in touch

- Use alerts to see when interesting targets are added to new Sources

### 6. Competitor understanding

- Gain an edge over your competitors by analyzing their portfolio companies

**“To differentiate VSS from other private investment firms, I leverage 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.”**

- Jordan Margolin, Head of Business Development, VSS