

Connected Sources Transform Deal Sourcing

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 170,000 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

Sources Are a Game Changer for Dealmaking

 Company Website

 Product Reviews

 Best-of List

 Trade Show

 Conference List

 Industry Organizations

 Portfolio List

 News Stories



Market Mapping

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



Target Insights & 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



Personalized Outreach

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



Conference Preparation

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



Target Monitoring

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



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