

How SourceScrub Data Fuels Sustainable Advantage for Firms

Faced with a shortage of inbound deal flow and a surplus of dry powder, dealmakers are realizing the necessity of direct sourcing to proactively and reliably generate deals.

However, **research shows** that dealmakers still rely mostly on intermediaries and manual sourcing tactics. The ability to identify and win top targets before the competition catches on requires sophisticated use of data and technology — and most firms are falling short.

Here are dealmakers' top data-driven goals, most common sourcing roadblocks, and how SourceScrub helps them develop sustainable advantage.




66%

of dealmakers feel increased pressure to directly source opportunities due to deal volume slowing down



36%

is the average increase in directly sourced pipeline/deal flow reported by SourceScrub customers

W Webflow, Inc 


Webflow, Inc. is the first design and hosting platform built from the ground up for the mobile age. The company's drag-and-drop interface looks, feels, and works like familiar desktop design tools, and writes clean semantic code any developer would be proud of.

Ownership	Location	Founded	Total \$	Last investment	Phone
Venture Capital	San Francisco, California, United States	94104 2012	\$213.5M	Jan 13, 2021 - \$140M	916-607-8280

SPECIALTIES

Responsive web design | Content management system | Prototyping | Computer hardware | Software | Tech services



GROWTH & SIGNALS

Compared to Choose 

<p>3 MO EMP. GROWTH (%)</p> <p>18.02</p> <p>▼ 9.9% MoM</p> <p>Please select Comparison Group</p>	<p>6 MO EMP. GROWTH (%)</p> <p>47.1</p> <p>▼ 10.22% MoM</p> <p>Please select Comparison Group</p>	<p>9 MO EMP. GROWTH (%)</p> <p>73.5</p> <p>▲ 5.21% MoM</p> <p>Please select Comparison Group</p>
<p>12 MO EMP. GROWTH (%)</p> <p>104.02</p> <p>▲ 15.84% MoM</p> <p>Please select Comparison Group</p>	<p>JOB COUNT</p> <p>13</p> <p>▼ 13.33% MoM</p> <p>Please select Comparison Group</p>	<p>GROWTH INTENT (%)</p> <p>3.2</p> <p>▼ 20.6% MoM</p> <p>Please select Comparison Group</p>

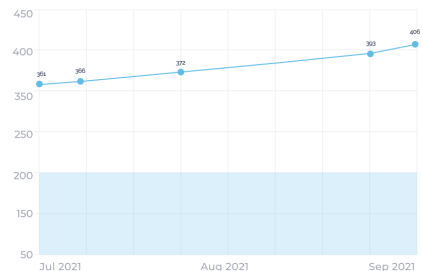
GROWTH & SIGNALS

Accel Partners, LP, Khosla Ventures, LLC, Rainfall Ventures, Draper Associates, LP, CapitalG Management Co., LLC, Y Combinator Management, LLC, FundersClub, Inc., Silversmith Management, L.P. dba Silversmith Capital Partners, Amino Capital Management Co., LLC, Clark Valberg, Work Life Ventures, Unusual Ventures, Pipeline Capital Partners

 Add to CRM  Report



EMPLOYEE COUNT



Employee range 3 mo 6 mo 1 yr All



Employee Count | Employee range

PEOPLE

 **Vlad Magdalin**
CEO - Sep 2012 - Present
Email: vlad@webflow.com 

 **Bryant Chou**
CTO - Apr 2013 - Present
Email: bryant@webflow.com 

Bootstrapped Company Information

Firms love founder-owned companies

92%

now target private, bootstrapped businesses as part of their investment strategies

Most lack data to connect with them

65%

say "bootstrapped company profiles" would be among the most helpful sourcing tools

But SourceScrub delivers

83%

of customers cite "accurately classified bootstrapped companies" as their favorite platform feature

Gain unprecedented visibility into the founder-owned market. In addition to highly accurate contact information for founders and operators, SourceScrub surfaces nine key data signals that allow dealmakers to understand bootstrapped company size, growth trajectory, and investment readiness. Signals like ownership type, new job postings, and website traffic help firms get there faster and earlier than competitors, turning private companies into proprietary opportunities.

Fresh, Accurate, Complete Data

What are the biggest challenges preventing firms from using data more effectively?

40%

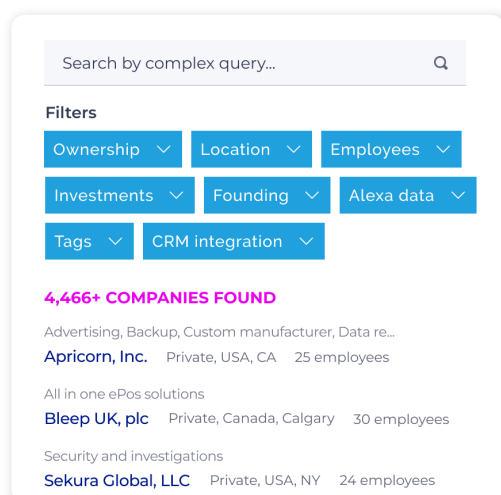
say data is often outdated, inaccurate, or incomplete

SourceScrub sets the industry standard for deal-ready data with Profile+. Our approach combines the best of humans and technology to constantly collect, structure, cleanse, deliver, and refresh data. Not only is company information automatically cross-referenced from a web of 115,000+ sources, but SourceScrub's team of data operations experts also ensures that these company profiles have a minimum of seven attributes before they're added to the platform.

"SourceScrub has completely transformed my sourcing efforts. It makes finding companies that match specific thesis criteria or add-on requirements a much more direct and efficient process than I ever thought possible."

— Steve Dressel, M&A Director, Boathouse Capital

Actionable, Proprietary Insights



Which capabilities would firms find most helpful for identifying, researching, and connecting with opportunities?

62%

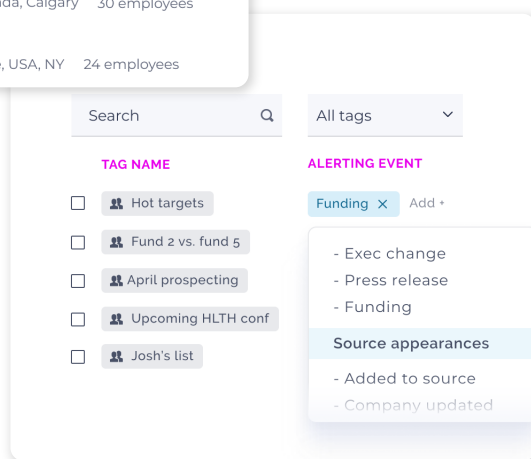
say the ability to filter and search for targets that meet investment criteria

54%

say integrations with existing technologies like CRM and data warehouses

53%

say tracking and real-time alerts for opportunity, competitor, and portfolio company news



Cut through the noise and zero in on the opportunities that best match your firm's investment criteria using SourceScrub features like list filtering and custom scoring. Receive alerts when target opportunities, profile companies, and competitors make announcements or achieve key milestones, ensuring up-to-the-minute domain expertise and the ability to take action as soon as a compelling event occurs.

Seamlessly pass this information to your CRM to build more detailed and organized lead lists, keep track of top opportunities, and create personalized outreach. SourceScrub also delivers data directly to Snowflake and other data warehouses so firms can run advanced analytics and generate proprietary models that put them lightyears ahead of the competition.

Your Sustainable Advantage Starts Here

Leading private equity and investment banking firms like Francisco Partners, Copper Run, VSS, and Vaquero Capital rely on SourceScrub to fuel their direct sourcing efforts and generate consistent deal flow. See what SourceScrub's bootstrapped company database, deal-ready insights, and purpose-built tools can do for your firm when you **chat with us today.**