

Map Markets Quickly and Thoroughly with SourceScrub

Market mapping is key to developing domain expertise, accelerating advisory relationships, and spotting ideal targets. But some markets have thousands of businesses and can take weeks to map manually. It's easy to overlook or misclassify what might be a winner, especially among emerging companies.

Stop relying solely on analyst reports, Google search, and spreadsheets to build market maps. You'll see more possibilities and win more deals when you use the latest data and technology to rapidly identify, prioritize, and segment every company within your target markets.

 **50%**

of M&A teams use data technology to quickly map and segment markets

SourceScrub clients see an average

 **2X**

improvement in category research

See the Entire Universe of Private Companies

Instantly surface private and bootstrapped companies within a given market for a complete view of all the relevant players, making it easy to spot potential targets long before the competition.

Accurately Segment Companies Across Sectors

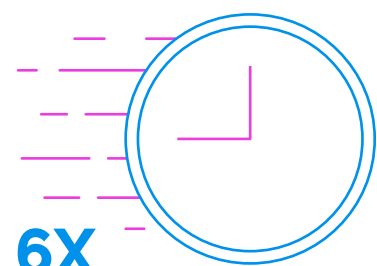
Go beyond SIC codes and other rigid industry classifiers when you leverage the latest algorithms to more flexibly and accurately categorize companies based on their complete range of markets and activities.

Stay on Top of Target Industries

Use automated notifications to track all the companies you identify and know every time a new player is added to an industry list or participates in key trade shows.

"I feel pretty confident that I now have entire private niche sectors mapped with SourceScrub," reveals Josh. "I started by filtering lists by data points like industry, employee count, and ownership type, and before I knew it I was uncovering all of these opportunities that I had no idea were there."

— Jonny Burr, Head of Origination, Finncap Cavendish

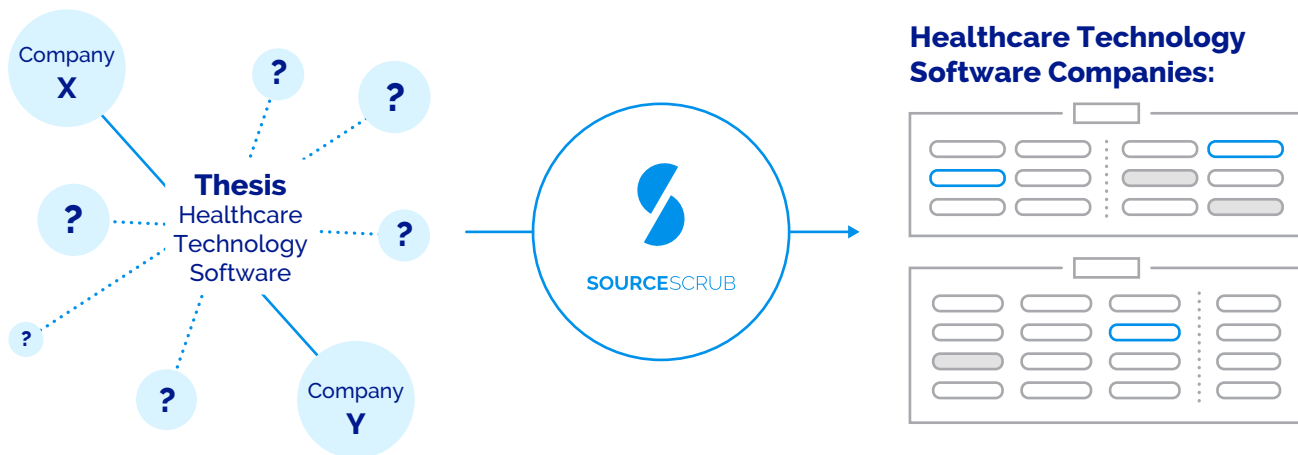


6X

time savings using SourceScrub

SourceScrub's Market Mapping Solution

SourceScrub's private company deal sourcing platform enables investment banks to go beyond traditional market mapping to accurately understand specific sectors quickly, develop complete, proprietary market views, and identify opportunities faster than the competition.



How It Works

Research & Discover

- See every player, including private bootstrapped companies, with access to more than 14 million deeply profiled companies
- Search and filter 150K+ scrubbed and cross-indexed Source lists from industry events, product roundups, buyer's guides, and more to quickly find companies in specific markets
- Lean on SourceScrub's on-demand research services for list research and data requests

Understand & Segment

- Precisely map companies with SourceScrub's Profile+ data quality standard, which offers at least 7 profile categories
- Choose from 9 data signal categories, including ownership and growth intent, to better understand companies' trajectory and potential
- Accelerate the mapping process and enable more granular segmentation with SourceScrub's Similar Companies and proprietary AI-driven industry categorization

Monitor & Connect

- Create custom scoring with DIY data science solutions to rank and monitor targets as they evolve to meet your investment criteria
- Track target companies and mark them for follow-up using SourceScrub's tagging and notification functionality or two-way CRM integration
- Keep market maps up to date and fuel your domain expertise with SourceScrub's news and signal alerts for opportunities, portfolio companies, and competitors

"SourceScrub has made market mapping and sourcing investment targets more efficient at our firm. I'm able to do my job much more efficiently."

— Small Business Diversified Financial Services Company