

Fuel Outbound Deal Origination with SourceScrub

Relying solely on intermediaries doesn't cut it in today's increasingly competitive markets. Closing deals comes down to a firm's ability to proactively identify, systematically evaluate, and intelligently connect with the right companies earlier and more effectively than competitors.

But sourcing private equity deals, particularly with middle market targets, is hard work. Most of these companies, especially those that haven't taken prior investments, fly under the radar. Instead of manually sifting through conferences lists and Google search results, more firms now use data and deal sourcing technology to see all the possibilities, prioritize for fit, and then differentiate themselves to rapidly build a direct sourcing pipeline full of proprietary opportunities.

Intermediaries and networking are still dealmakers' top deal sourcing tactics used by

 **88%** of firms

But more directly sourced deals is now a top priority for

 **64%**

of dealmakers over the next 6-12 months

See the Entire Universe of Opportunities

Confidently map entire market landscapes and associated sub-sectors, develop deep, differentiating domain expertise, and surface highly relevant private companies not yet on your competitors' radar.

Pinpoint the Best Targets

Quickly research proprietary opportunities, score them based on your investment criteria, and use deep company profile information, news and event intelligence to break through early.

Automatically Track Investment Readiness

Use alerts and notifications triggered by growth signals, news events, and company milestones to monitor target readiness and reach out at the best moment with the right message.

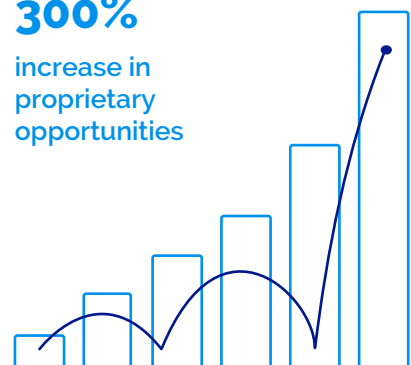
The SourceScrub Difference

"Our ability to consistently generate high-value proprietary deals is a major differentiator and gives our firm credibility with our LPs. It shows that we have an impressive tech stack and well-oiled process for forcing deal flow and systematically scaling the firm — and we wouldn't have any of that without SourceScrub."

— Colin Raws, Partner, Head of Business Development & Investor Relations, Boathouse Capital

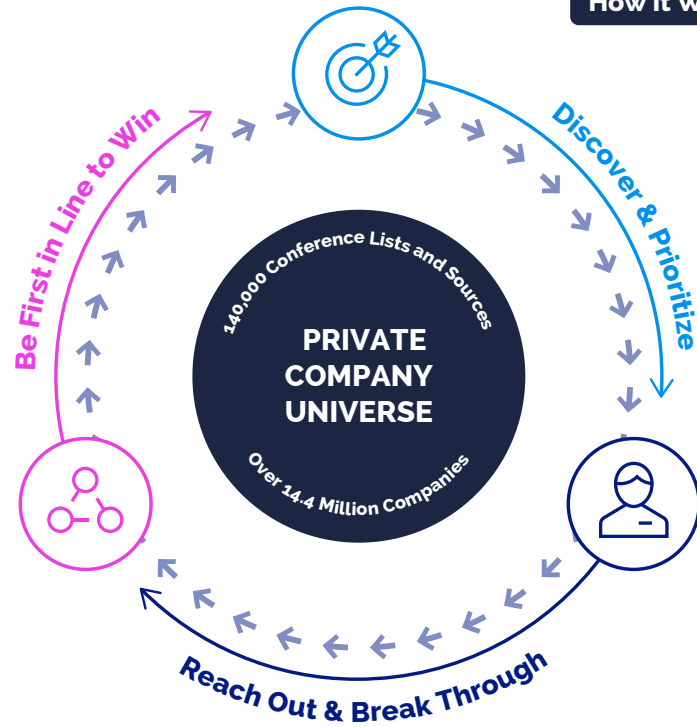
300%

increase in proprietary opportunities



SourceScrub – Data-Driven Deal Sourcing

SourceScrub's sources-first deal sourcing platform uses a proprietary human-in-the-loop machine-learning process to connect every available source of private company information to create a web of insight and the most complete and accurate source of private company intelligence available so dealmakers see more opportunities and win more often



Discover & Prioritize

- Start with more than 14M company listings, deep profiles and signal data for the most complete view of the private market to identify and understand the full breadth and depth of target players
- Work with over 140,000 (and growing) cross-indexed sources and lists for instant market context and mapping
- Use tunable scoring model for DIY data science solutions that quantitatively prioritize opportunities

Reach Out & Break Through

- Get up to speed fast with rich company profiles containing company milestones, benchmarks, job openings, and growth intent
- Enrich CRM details with 2-way data integration that provides firmographics and contact details to scale and accelerate outreach
- Plan trade show visits and travel with unmatched event intelligence to get the most from every dollar and mile

Be First in Line to Win

- Monitor targets for readiness with automated notifications about opportunities' growth signals, news events, and company milestones
- Differentiate your firm and fuel domain expertise with SourceScrub's news and signal alerts for opportunities, portfolio companies, and competitors

“We’re not measured on the quantity of deals we generate. We’re measured on actionable, investable opportunities. And SourceScrub not only expands our ocean of opportunities, it also gives us the ability to fish with spears instead of nets.”

— Jessica Ginsberg, Head of Business Development, LFM Capital

200%
in directly
sourced
opportunities