

SourceScrub Differences

1. Bootstrapped Company Focus

Privately-held companies have always been the most challenging to identify and evaluate. SourceScrub's single-minded mission is to exhaustively search for and organize bootstrapped company data, providing visibility into millions of companies that would otherwise remain largely out of view.

2. Predictive Signal Strength

Data is the core of modern dealmaking. SourceScrub amasses private company intelligence from more than 115,000 sources. Updated monthly, we organize it into 9 core signals so you can reliably find, understand, prioritize and connect with founder-owned businesses. Our signal data is unmatched in its breadth, depth, and freshness.

3. The Best of Technology and People

SourceScrub technology is continuously refined to surface valuable private company data. This unmatched data set is then validated and interpreted by our 650-person data operations team. Human interpretation means our company descriptions are meaningful and precise, and our data is consistently accurate.

SourceScrub Data Warehouse and API Solutions

Build a Proprietary Data Advantage

For new school dealmakers, data drives insights and deals. But when your data is spread across multiple platforms, it's hard to use to its full potential. Search and discovery take multiple steps. Modeling and analysis are complicated. Answers take too long. And keeping it all in sync is a constant struggle.

Leading firms are creating a differentiating advantage by turning their siloed data resources into a potent strategic capability. They're combining data resources into proprietary assets that allow them to develop strategies no one else can match, while also streamlining operations, accelerating time to discovery, and making more powerful use of all their data assets.

SourceScrub Data Warehouse and API solutions give you access to our always growing and continuously refreshed historical dataset, and provide the foundation for a one-of-a-kind data asset and tailored solutions. Whether for modelling and analytics, or intelligence and insight, you'll see things your competitors can't.

Use Cases

- **Answer complex investment and valuation questions** in real time, even when they require data points from multiple sources or partners.
- **Realize your vision for sophisticated trend analysis** and alerting based on multiple metrics such as headcount, job listings, and executive hires.
- **Combine SourceScrub data with other inputs** to create custom scoring to more precisely understand fit and potential of investments or client opportunities.
- **Mold the SourceScrub dataset to your firm's taxonomy** for sectors, sub-sectors, and industries and see the bigger picture more clearly.
- **Instantly add valuable perspective to your trend analysis** with data points on industry conferences, best-of and industry lists and company signal data going back more than six years.

“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. I honestly can’t think of the last opportunity that didn’t originate in SourceScrub.”

SourceScrub Data

Founder-owned company data is challenging to source and digitize. It's the combination of web technologies with human editorial which gives SourceScrub a unique advantage. SourceScrub crawlers and researchers work methodically across more than 115,000 sources to find and ingest data.

Our 650-person data operations team work 24/7 to normalize, edit and QA our data to ensure users can create accurate connections across data dimensions, including: company, sources, investors and people.

Four Critical Data Dimensions

1. Companies:

The company dimension captures core details on the company such as year founded, location, growth metrics such as employee count and job postings, and more.

2. People:

The people dimension captures contact details and professional background of the people associated with a company.

3. Sources:

Sources capture where companies show up on the web. This includes buyer's guides, best-of lists, conference attendance, industry associations.

4. Investors:

The Investor dimension captures information on the investors behind the companies. This includes transaction details, portfolio companies and deal history.

Signal Data

While there are hundreds of data signals to choose from, we've built unique data processes around nine core signal categories. These signals allow you to make connections that accelerate your time to insight.

Growth signals:

Employee count, etc.

Web signals:

Search engine rankings, website traffic, etc.

People signals:

Board members, executive teams, etc.

Investor signals:

Company financing, investors, etc.

Conference/trade show signals:

Past attendance, planned exhibits, etc.

Industry recognition signals:

Won awards, inclusion in buyers' guides, etc.

Ownership signals:

Ownership type, structure, etc.

News and events signals:

New hire announcements, media coverage, etc.

Growth intent signals:

New job postings, etc.

Data Warehouse Access

The Data Warehouse offering is for when customers are ready to build out their own unique applications and processes for discovering new deal opportunities. We provide our entire SourceScrub data set in its raw format for customers to integrate into their systems allowing them to cross connect with other data sets to build a proprietary solution to find investment opportunities while leveraging our best-in-class datasets.

Data Warehouse

- Entire SourceScrub data set
- Any updated data delivered daily
- Detailed entity relationship modeling to optimize integration
- Unique contact metadata that is not in our other offerings (CEO scores, salary ranges, job postings, and more!)

REST API

- Latest point-in-time data on companies
- Ability to pull all historical data for specific endpoints such as employee count, job count, contact information, and more!
- Ability to search through our complete list of companies and sources
- Allow users to retrieve all tags, delete, or append specific tags or subscriptions