

# 1. Find More Deals

Unmatched universe of pure-private companies from 115,000+ sources.

Fresh, accurate and complete signal data provides clear picture.

Tunable scoring model prioritizes opportunities.

# 2. Win More Often

Alerting and notifications allow you to get to companies first.

Reach leadership faster with accurate executive contact data.

Accelerate learning with unparalleled source intelligence.

# 3. Get More From Your Portfolio

Track portfolio companies and competitors with automated updates.

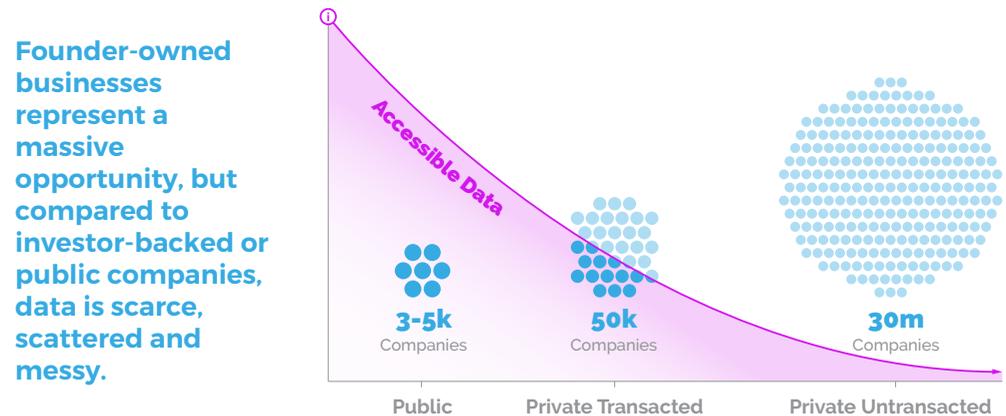
Easily map markets for add-on investing.

## Deal Engine for the Bootstrapped Economy

There are millions of private companies out there. But with trillions of dollars in dry powder looking for deals, it's increasingly competitive, and complex. There is very little information on bootstrapped companies, and the data is scattered across thousands of difficult-to-analyze sources.

For investors targeting founder-owned businesses, SourceScrub is the leading authority and data service for scaling deal flow. We help you find, research and connect with more opportunities by providing clear, accurate signals on this difficult-to-read part of the market.

**SourceScrub offers more complete and accurate data on private growth companies, along with technology to quickly map, prioritize and engage target companies.** As a result, SourceScrub clients use their data advantage to outperform their peers, completing 55% more deals and returning more than 8% points higher IRR.



## SourceScrub IMPACT

Average performance reported from SourceScrub customers

**+42.8%**

### Research Productivity

Average improvement in research turnaround time

**+36.0%**

### Direct Sourcing

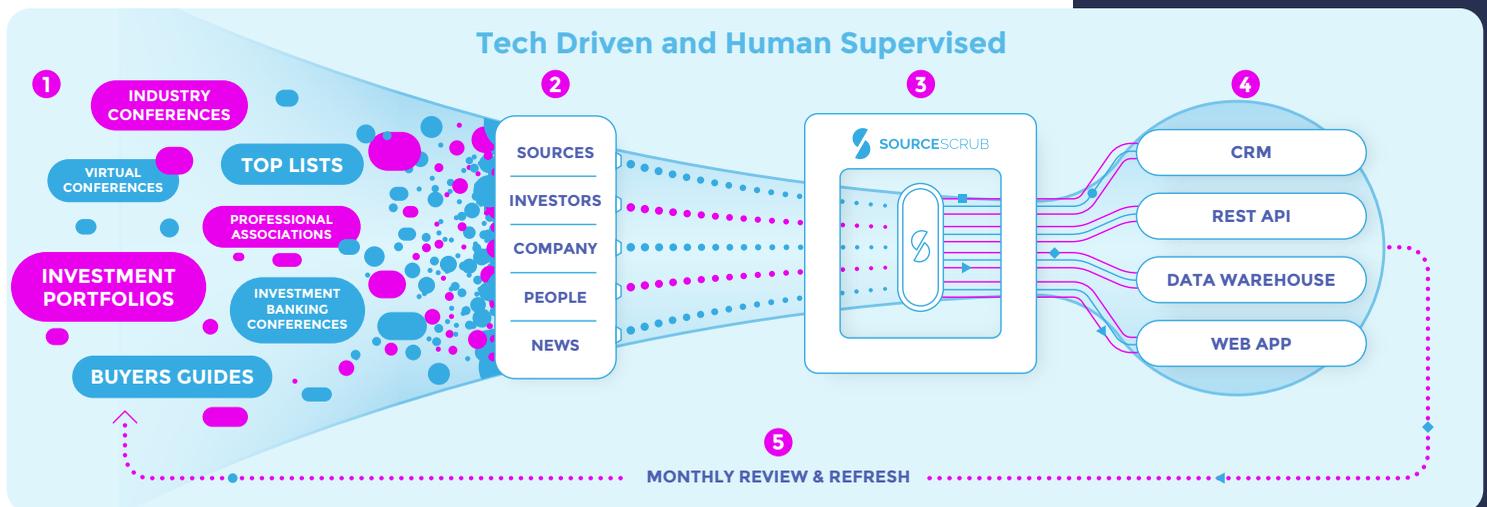
Average improvement in direct sourcing pipeline

**+30.6%**

### Deal Pipeline

Percentage of deals in pipeline that were sourced from SourceScrub

# Purpose-Built for Unparalleled Private Company Intelligence



## 1. Collect:

Crawlers and researchers work methodically across 115,000+ sources to find and ingest data.

## 2. Structure:

Normalizing and structuring data is critical to get the data model right, and ensures users can create the right connections across companies and across verticals. Our dimensional data model creates linkages across companies, sources, investors and people.

## 3. Cleanse:

Data analysts QA and enhance data in a way technology alone cannot. The data operations team assists with labeling and interpretation, which paves the way for machine learning and training to scale this process.

## 4. Deliver:

SourceScrub's engineering and product team package data so it is accessible in a range of formats, including: web platform, web extension, CRM integration, direct data feeds into data warehouse, or REST API calls into proprietary applications. SourceScrub is designed with purpose-built functionality to make it easy for users to find, win, and expand targets.

## 5. Refresh:

Stale data can be misleading. SourceScrub's data set is reviewed monthly and data points are refreshed and QA'ed so SourceScrub data is consistently fresh and accurate.

“

SourceScrub is the lifeblood of my sourcing, and something I can't survive without. Gone are the days of manually looking up market maps, award lists, and conferences. SourceScrub aggregates all of that information and allows you to spend your time on higher value things like speaking to the companies that matter most.

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—Christian Stewart, AKKR

“

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.

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—Jessica Ginsburg, LFM Capital