



Alternative Data: The basics

Inside you will find

- Philosophy behind Synaptic
- Capabilities behind Synaptic
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Philosophy behind Synaptic

Synaptic was formed with the single purpose of providing tools and resources necessary to make it easy for a decision-maker to effectively leverage all relevant data sources in her decision-making processes. While data generation and capture has exploded in the last couple of years, decision-makers are still overwhelmed by the terabytes of Alternative Data they could potentially use in decision-making. We believe, therefore, that it is important to get data to decision makers in a way that is intuitive and to surface relevant data pro-actively. There needs to be more focus on the infrastructure required to access, manage and run analysis on massive amounts of data in a systematic and effective manner. This way decision makers can focus on the meaning of data rather than how to manipulate and forage for it. The Synaptic platform has been built with this core philosophy in mind.

Single piece of glass for all your data

We have built Synaptic as a single piece of glass through which a decision-maker can view and analyse, any data she wants to. Synaptic is built such that the platform can easily integrate with any new dataset a user wants to look at. For the decision-maker, this takes away the burden of collating data that is strewn across different websites, platforms or excel sheets. Instead of toggling between multiple screens, you leverage Synaptic platform as the one place to access, manage and analyse all your datasets.

Your personal data analyst – you do not have to be a specialist

While putting all data in one place is a critical starting point, it does not still empower a decision-maker to leverage alternative data in day to day decision-making. To enable that, the process of analysis has to be made smart and efficient. To make this happen, Synaptic allows easy querying into the database, visualizations and a comprehensive analytics toolkit to perform analysis on the data. Synaptic also uses proprietary AI-driven algorithms to surface the most relevant insights from all the data, personalized to every user, so that users know where to focus on. In our experience, this has allowed many decision-makers to indeed use more data in their decision-making process. Lack of data scientists or analysts trained on using various analytics tools is not a bottleneck anymore.

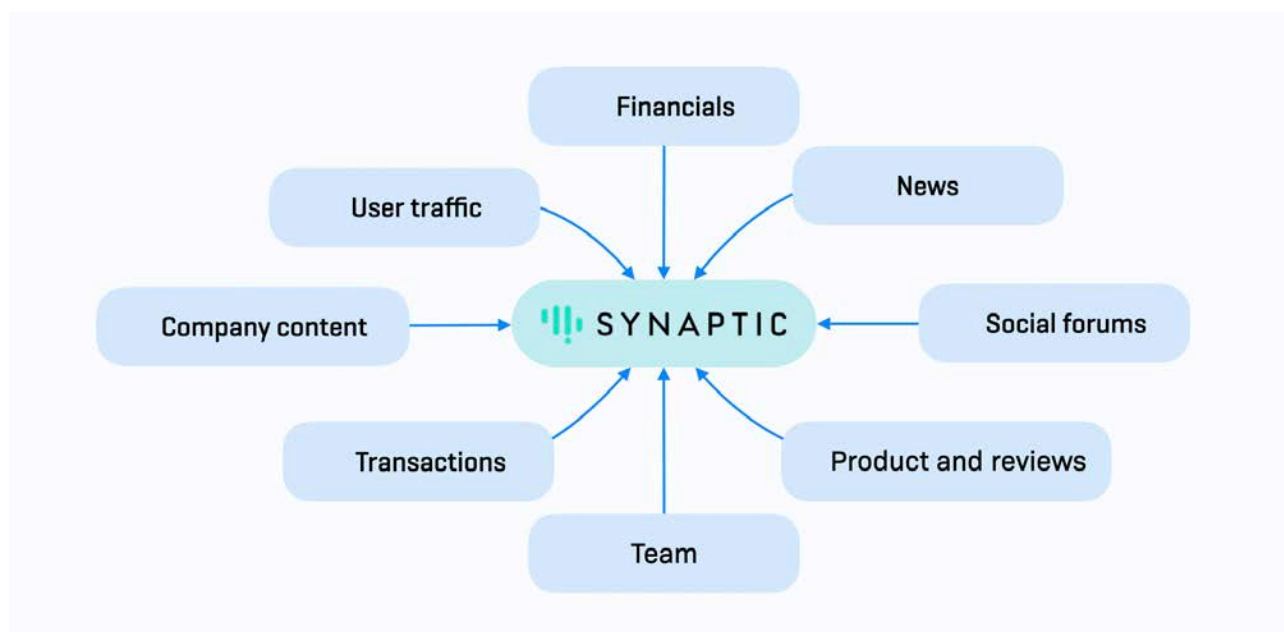
Synaptic for financial firms - the capabilities of the platform

Let us look at how an investor could leverage Synaptic for their investment research or portfolio monitoring activity. For an investor, the use of different kinds of data allows for a comprehensive analysis of companies they want to track, either as a potential investment or a company they have already invested into. At an aggregate level, one can use these datasets to predict or understand industry trends.

360 degree analysis of companies

Historically, financial firms have tracked companies on the basis of traditional information - that put out by the companies themselves in the form of financial statements, regulatory filings or management calls with analysts. In the case of private companies, which are not mandated to reveal as much information as public companies, the availability of such data has been sparser. Such information is provided only quarterly (or monthly in some cases), is backward looking and very often not comprehensive enough to understand the finer details of business performance.

However, this is now changing. Companies are now leaving behind a vast digital footprint as they conduct their business - created by them, their employees, their customers or other stakeholders. Put together, this offers a 360 degree perspective on a company's performance. These data points provide early and, in some cases, predictive insights about the performance of a company. One does not have to wait till the end of a quarter to figure out how a company is doing. This alternative data allows investors to be more agile and intelligent with their decision-making and in their search for alpha before others are able to spot opportunities. The more datasets one uses, the higher is the confidence level on the the quality of signals and insights generated.



Key data integrations on Synaptic

Synaptic is built to allow a 360 degree view on companies and sectors.

- We offer a wide variety of datasets on the platform. Additionally, the architecture of the platform allows us to easily add new data sets with ease and hence we work with our clients to ensure we bring on board all datasets they want to work with. Our clients are able to choose which datasets based on their preferences while still having the ability to experiment new datasets.
- We track over 120,000 public and private companies across the world on our platform across all the various datasets we integrate into. We are fast expanding this universe of companies and can custom add companies based on user preferences.

Below is a list of datasets most commonly used on Synaptic:

Data type	Data Source	Description
Company published data: Financials and regulatory	Financial Data	Stock and financial market data, quarterly and annual financial statements from companies
	Earnings estimates	Consensus estimates from analysts
	Earning call transcripts	Sentiment analysis of earning calls
	13-F filing data	Tracking funds and company ownerships
Commercial transactions data	Second Measure*	Credit Card and bank transactions data, including retention cohorts
Website and App data	App Annie*	App engagement data (MAU, DAU, Downloads)
	App data	App rankings and reviews
	Similarweb*	Desktop and mobile website visit data, app engagement data
	SEMRush	Search engine marketing data
	Quest Mobile*	Chinese App engagement data
Employee related data	LinkedIn	Employee count, distribution and hiring data
	Glassdoor	Employee ratings and reviews for companies and their management
Product and reviews	Gartner, G2 Crowd, Capterra	Product rating and reviews
	Github	Github activity index
Gaming data	Twitch data	Performance data on digital games

* Implemented through third party integration

Common use cases for financial firms

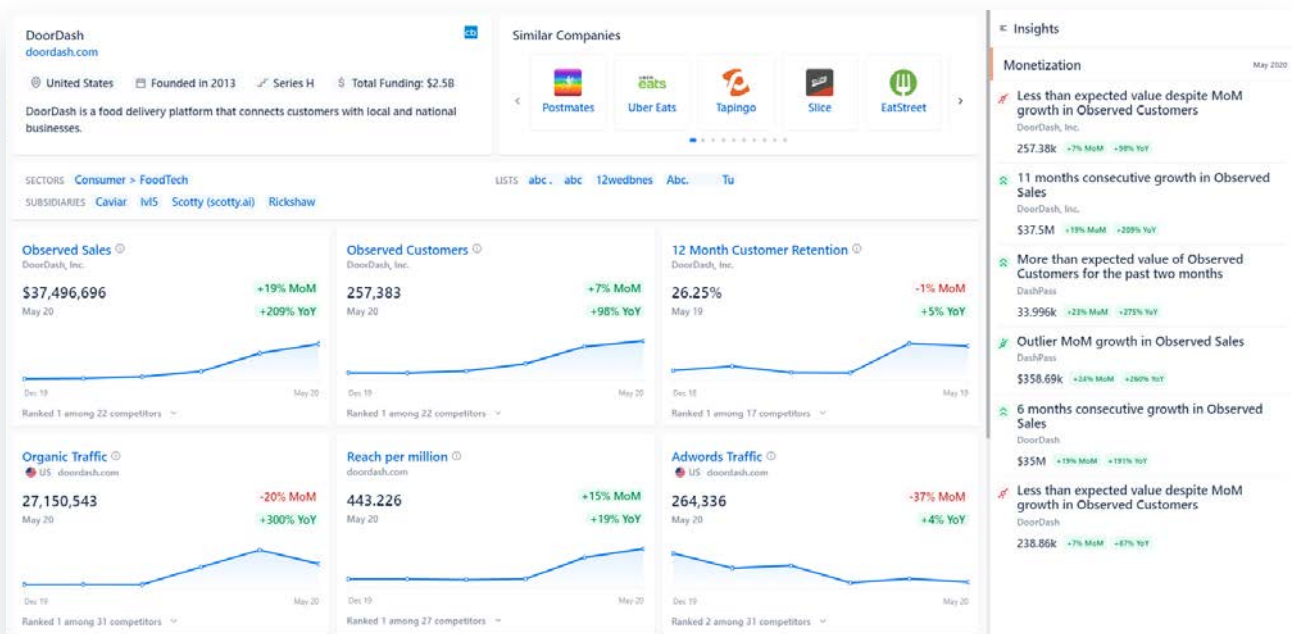
Here is a sneak peek into some of the most popular use cases for our investor clients.

Quickly dig deep into a company

Preliminary or detailed due diligence on a company or just getting updated on a company before going to a meeting with them is now much easier with Synaptic. You can select the company of your choice and look at performance trends across all datasets in one go. One can then delve deeper into specific datasets as required.

For example, while researching a new company, the user could review the recent trends around web traffic, app ratings and reviews to sense consumer sentiment about the company and its products. Employee count and hiring can be a proxy to growth. Employee reviews provide quick feedback on the management and HR practices and so on. Viewing this data together creates a comprehensive view on a company. The platform allows users to easily dive deeper into specific data points.

Synaptic also allows you to share these trend-lines with colleagues or to be used directly in your presentations and reports.



Source new and fast growing companies

Building and tracking the investment pipeline is a critical task for any investor, as also investment advisors looking to identify targets to work with. Synaptic has data for over 120,000 companies on the platform. The platform allows users to pick out the best performing companies by using relevant filters and using the right queries on the database. Multiple parameters around sector, funding stage and performance on various metrics can be applied to filter out and select companies of interest from our database. We also have proprietary algorithms, trained over thousands of historical data points that can automatically identify and surface interesting early stage companies based on a user's preferences.

For example, a fund looking for early stage enterprise SaaS companies may focus on the number of app downloads, app rating and reviews only whereas someone else may want to focus on employee count and retention rates as well. The platform offers the flexibility to choose multiple metrics to customize selection. Synaptic allows users to save such analyses so that these can be revisited from time to time.

Enterprise SAAS Save Duplicate Download Open Analysis New Analysis

Lists: 2 items selected Similar To Select Metric: 4 items selected Industry: 1 item selected Investor: Select Company Type: All Headquarter Country: 1 item selected Operating Country: 1 item selected

Last Funding round: Select Total Funding Amount: Select

Lists: All Companies +1 Metric: Employee Count +3 Industry: Enterprise Software Headquarter Country: United States Operating Country: North America Hide Filters

Observed Customers May 20: >= 10 Sorted by: Synaptic Index Value DESC Clear

COMPANY NAME	SYNAPTIC INDEX		RETENTION		EMPLOYEE COUNT		OBSERVED CUSTOMERS		OBSERVED SALES	
	VALUE	CONFIDENCE	MAY 20 (%)	YOY (%)	JUN 20	YOY (%)	MAY 20	YOY (%)	MAY 20 (\$)	YOY (%)
Zoom	4.73	High	80.7	-1	2,645	64.90	37,278	1,266	143,953	
Loom	4.38	Medium	63.04	-	99	147.50	67,183	-	1,220.36	
Miro (fka RealtimeBoa...)	3.53	High	73.47	-6	324	110.39	73,916	135	5,990.3	
Notarize	3.33	High	5.09	89	154	62.11	429.92	426	3,131.8	
Figma	3.13	High	75.68	-20	268	98.52	56,406	114	1,634	
Notion	3.00	High	62.72	-10	69	146.43	232.39	103	5,643.7	
Padlet	2.80	High	76.15	11	15	-	216.23	391	1,082.5	
ClickUp	2.73	High	37.93	-1	61	154.17	63,136	319	3,123.1	
ShipWorks	2.54	Medium	82.35	10	36	9.09	130.18	1,626	752.9	
Gumroad	2.36	High	17.43	-20	20	-	2,453.5	270	24,026	
Microsoft	2.27	High	72.39	1	184,099	7.45	294,146	20	12,233,687	

Track cohorts of companies you care about

Investors like to create a watchlist of companies they want to track for future investment purposes. This allows periodic review of companies of interest. Synaptic allows creation of multiple watchlists which can then be tracked on all the metrics the platform offers. This feature helps keep users up to date on the companies they care about and take necessary action as metrics get into favourable territory. It also allows a comparison amongst the companies so that investors can decide to focus their energies on companies they want to delve deeper into from within their lists.

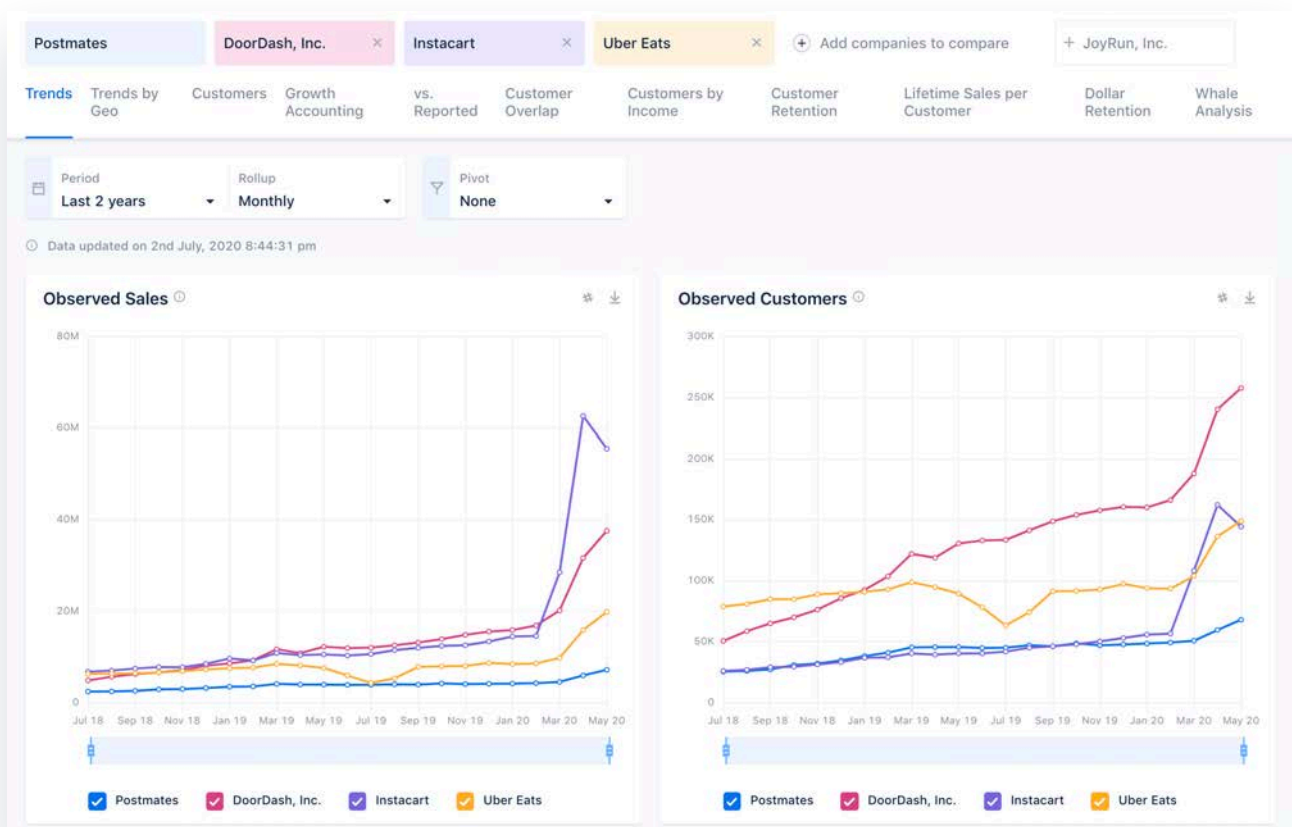
For example, an investor interested in gaming companies may create a list of such companies across various geographies in one watchlist and track them on regularly on web traffic and app downloads. The investor may have a threshold on monthly visits or number of downloads, which when breached makes the company interesting to look into for an investment. Another investor may want to track companies founded by people who come from a certain background - the famous PayPal Mafia for example.

COMPANIES 16	EMPLOYEE COUNT			OBSERVED CUSTOMERS			OBSERVED SALES		
	JUN 2020	MOM	YOY	MAY 2020	MOM	YOY	MAY 2020	MOM	YOY
Citi Trends	1,886	1%	10%	1,590.49	>999%	-51%	97,390	>999%	-35%
Daisie	21	5%	-	-	-	-	-	-	-
LinkedIn	20,598	0	12%	28,019	2%	4%	1,573,777	-8%	1%
LOFT (Apparel Retailing)	747	0	-13%	624.79	153%	-93%	57,057	199%	-93%
LOWE'S	105,518	1%	8%	595,573	26%	27%	153,540,862	23%	62%
Matterport	276	-1%	-4%	183.5	26%	139%	29,025	-27%	150%
Messenger	-	-	-	-	-	-	-	-	-
Microsoft	184,099	1%	7%	294,146	-3%	20%	15,627,783	-5%	43%
Palantir Technologies	2,505	1%	6%	-	-	-	-	-	-
SpaceX	6,540	2%	13%	-	-	-	-	-	-
Tesla	32,628	1%	18%	11,048.6	14%	77%	10,449,729	59%	-34%
The Boring Company	28	-12%	-	-	-	-	-	-	-
Yelp	8,418	0	7%	19,253	29%	42%	1,612,959	22%	32%
Youtube	75,191	2%	26%	129,199	4%	74%	4,833,713	5%	109%

Easily compare with competitors

A common use case for most investors is to compare a company they are tracking for investment or may already have invested into, with its competitor. Synaptic automatically suggests a list of similar companies based on our proprietary models for every company in our database. Users can compare their target company with one or more of these competitors across the various metrics that we track on the platform. Additionally, Synaptic allows the user to pick up any competitor to compare with in case the Synaptic-suggested group does not suffice. Such a comparison helps zero down on the right company to back in a given sector and geography. If used for portfolio analysis, it helps investors, compare performance of their investee company against its peers.

As an example, a user may be interested in taking exposure to the food delivery space and hence compare how different companies are doing relative to each other in that segment. One could compare monthly transactions across companies for the last few months to look at growth and momentum. Other metrics could be used to further bolster the analysis - employee count and how it is changing for similar companies can be an indicator of growth or management confidence in growth. Similarly, one could compare website traffic or app usage trends to sense consumer preferences and market share.



We are drowning in information, while starving for wisdom. The world henceforth will be run by synthesisers, people able to put together the right information at the right time, think critically about it, and make important choices wisely.

If you want to supercharge your investment research, Reach out to us

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