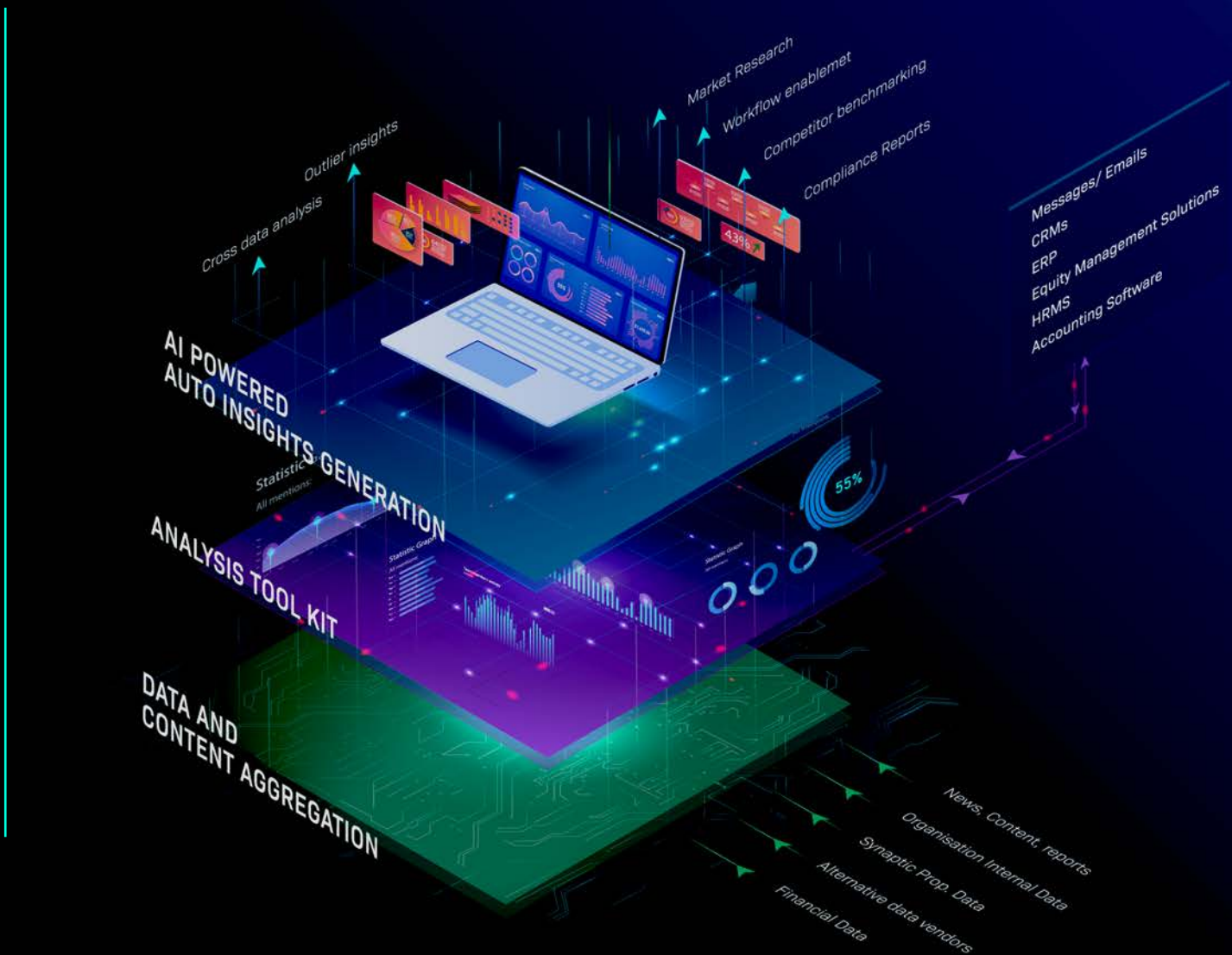


Importance of unifying your data



Synopsis

Lots of investment firms have taken the first steps towards utilizing data to better their investment process. The first taste is often custom data reports done while closing an important deal. This is followed by subscription to one or more alternative data sources. A CRM is also added to collaborate on and track deals.

But in most firms all of this is done in an ad-hoc manner. Analysis and reports are scattered all over the place. In a Tableau visualization stored on a forgotten Google Drive location or an excel script that an analyst wrote to generate alerts that no longer work.

Separate data subscriptions means that getting the complete picture on a potential investment opportunity is a time consuming job and results in sub optimal utilisation of your investment in these subscriptions.

Data as a first resort vs Data if needed

If it is easy for investors to access insights/visualizations combining multiple data sources in one interface, they are more likely to use data for all ideas instead of only relying on data for one-off analysis if needed. This means it is crucial to remove all friction from the act of accessing data.

Building a thesis from multiple sources

To form a complete view on a company you need to look up multiple data sources. You need to connect the dots between different sources. For eg, Sure website traffic tracked upwards for the last three months for a company you are tracking. But is it because they are spending a lot on SEM or because they are in the news for a different reason? By not having all data in one place, investors are handicapped from making these connections.

Challenges of unification

The challenges of unification are manifold. Unlike startups, investors don't have the luxury of having technical resources on tap. Also the data sources that investors use all need to be tied and tagged together to work. Unfortunately there is not one standard that all alternative data providers use so this task is easier said than done.

Synaptic's unique capabilities

This is where Synaptic steps in providing a single piece of glass to see all of your data in one place and tools to glean insights from this unified data repository.

- We wrote a framework to help us ingest, cleanse and tag multiple sources easily.
- We work with data vendors to enable seamless integration of data on our platform
- We have trained humans that help us with tying all data sources together. On Synaptic you can be sure that the data connections that you see have been checked by a human to ensure that you can rely on data.

Examples of data unification on Synaptic

You can combine multiple metrics into scores to find outlier companies

Enterprise SAAS Save Duplicate Download Open Analysis New Analysis

Lists: 2 Items selected Select Metric: 4 Items selected Select Industry: 1 Item selected Select Investor: Select Company Type: All Select Headquarter Country: 1 Item selected Select Operating Country: 1 Item selected Select

Last Funding round: Select Total Funding Amount: Select

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

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

Insights combine multiple data sources to push outliers to you

MobiKwik
In list - India - May 2020

4 months consecutive decline in Downloads
MobiKwik - Recharge & Bill Pay
13.503k -7% MoM -45% YoY

\$ MobiKwik raised \$24.6M in debt financing (Mar 2020) See more

Rakuten
In list - E-commerce + fintech - May 2020

End of five months decline streak in Observed Sales
Rakuten, Inc.
\$132.85k +6% MoM -59% YoY

See more

Wishfin
Similar to Policybazaar - May 2020

Wishfin falls behind PolicyX.com in Mobile Visits
wishfin.com
326.84k -27% MoM -82% YoY

policyx.com
480.89k +64% MoM +70% YoY

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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