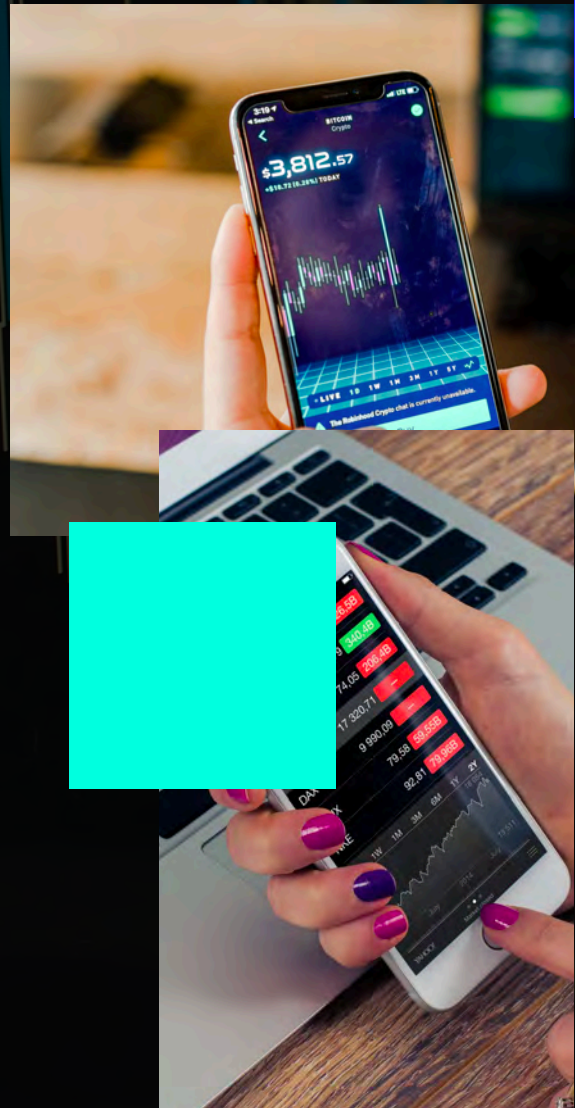




# Synaptic Smart Alerts

Inside you will find

- Philosophy behind Synaptic Alerts
- Type of Alerts
- Synaptic Feed



# Synopsis

Big alternative data enables a 360 degree view for millions of private and public sector companies like never before. However, finding the right set of data points, at the right moment, is harder than finding a needle in a haystack. While the data collection pipelines have scaled to churn out petabytes of data each month, cognitive processing of this data for extracting insights is still done manually by a handful of analysts in a fund.

Setting alerts is one way to keep tabs on huge amounts of data. However, traditional alerts based on simple thresholds are often inadequate. For meaningful results, we need smart alerts that contextualise the information and understand the underlying intent of a user. In this document we describe different types of smart alerts available in Synaptic platform and highlight how they facilitate discovery of novel and actionable data points.

# Synaptic Smart Alerts

Synaptic smart alerts help discover actionable bits of information that you care about. These alerts distill novel insights by crunching terabytes of data each month. These alerts provide an easy way to discover new companies as well as track significant events in known companies.

Before delving into the specifics, let's first look at what makes Synaptic smart alerts different from traditional alerts.

## Data-driven criterion

Our smart alerts employ a complete data-driven strategy that doesn't require any criterion or threshold to be set manually. This approach scales our system across different data sources, operating geographies and across varied company stages. These data-driven statistical models learn from historical data points of tens of thousands of successful and failed startups. This approach also makes the system more objective, free from knowledge-bias and alleviates cold-start problem.

## Contextualised information

For an insight to be meaningful the data has to be analysed within the context of the sector, geography and scale of the company. For example, a 10% growth at 100K MAU for an e-commerce company in Indonesia is completely different from a 10% growth at 100K MAU for a CRM company in the US. We capture this context by quantifying importance of metrics for different sectors, devising growth normalisation strategies across different scales of the companies, and applying many more such strategies.

## Customizable

Every analyst has a different need that also changes over time. Our highly personalisable system exposes its higher level knobs to let our users control the sensitivity and volume of alerts.

## Novelty

We meticulously model characteristics of rare and novel events from the historical data. This helps us reduce noise in our signals.

## Adaptability

Our system learns from the user's usage on the platform and continually adapts the recommendations of companies and alerts. Synaptic feed provides an intelligent push-based mechanism to consume these alerts.

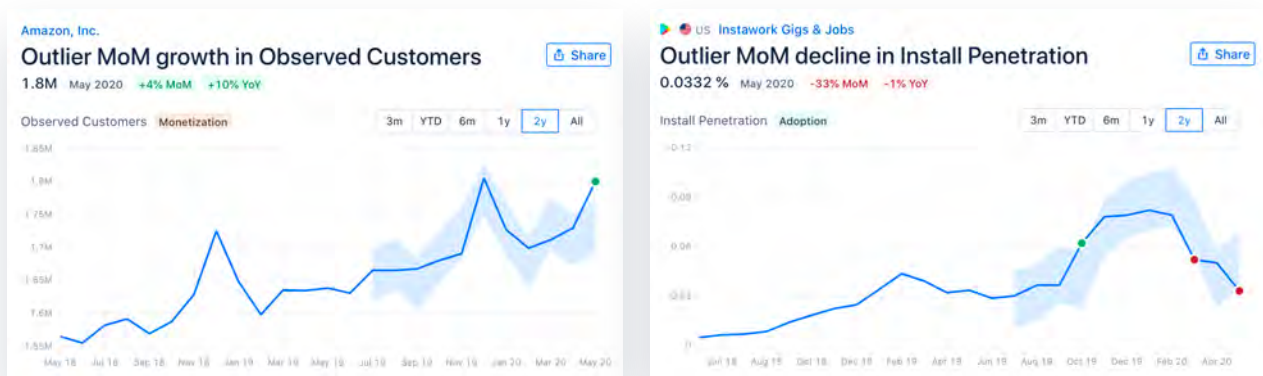
## Interlinked information

We interlink related alerts from competitors to help connect hypothesis and further contextualise the information.

# Smart alerts in Synaptic platform

## Outlier alerts

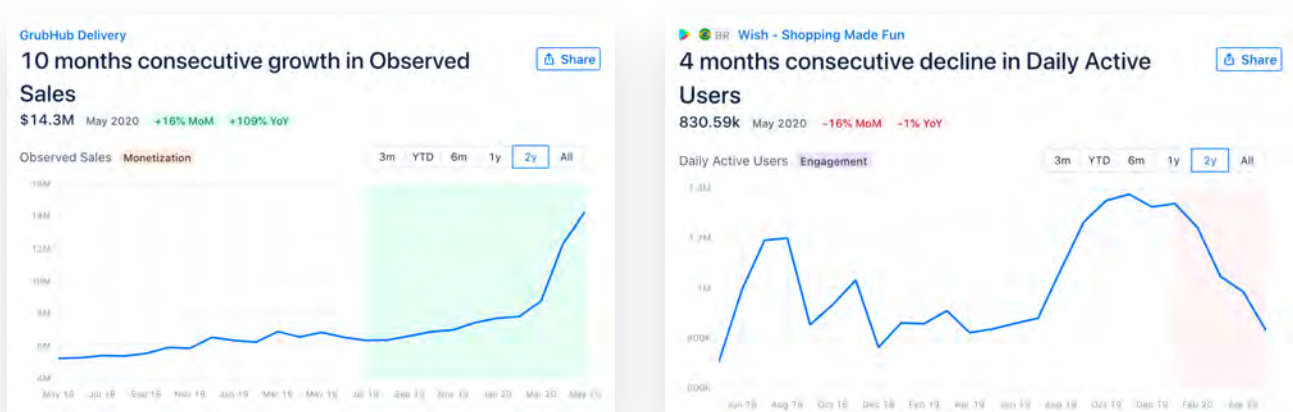
These alerts make sure shooting stars don't go unnoticed. They capture month-level growth anomalies in the signal and surface companies with abnormal growth. Few example are shown below:



Our sophisticated predictive algorithms form the backbone of these alerts, making them robust to scale variations, volatility and seasonality in the signal.

## Growth streak alerts

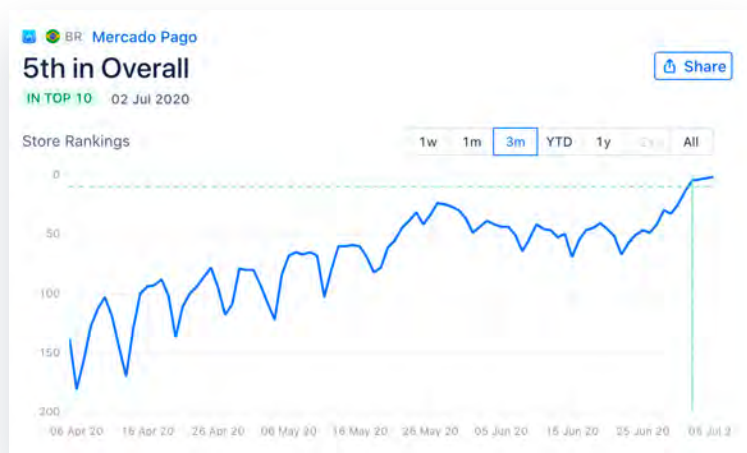
These alerts distill out consistent performers or long-term declines. They are activated when a metric shows significant growth consistently over the past months. Examples of these alerts are shown below:



Statistical analysis of millions of historical data points enables us to model salient growth patterns, which makes sure streak alerts are robust to trivial and insignificant growth trends.

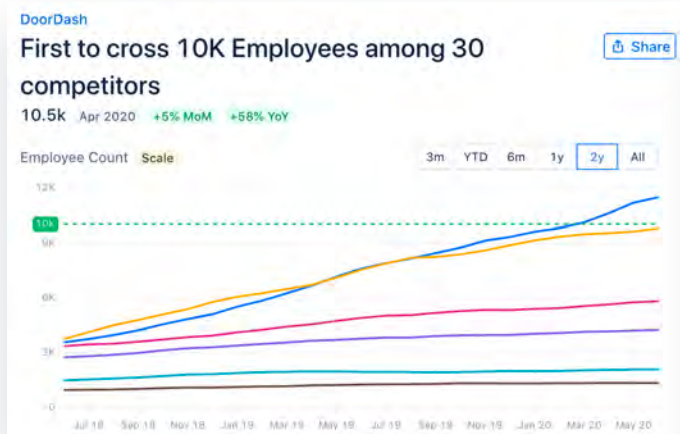
## App rank alerts

These alerts help track the virality of a mobile applications in order to monitor growth of the consumer companies. They are activated on significant rank movements on PlayStore and AppStore. These alerts are generated everyday to provide a near real-time tracking.



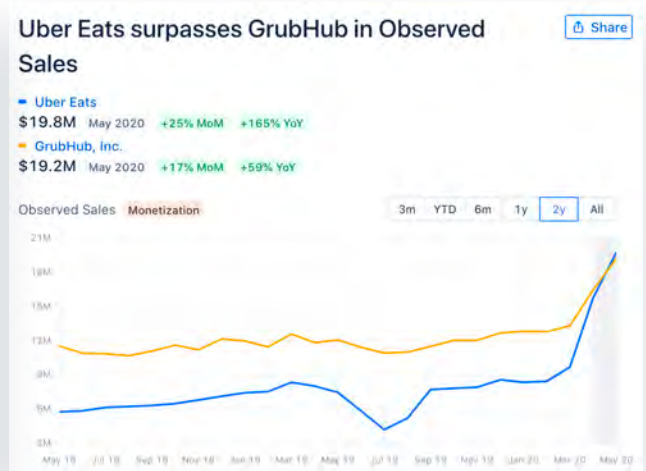
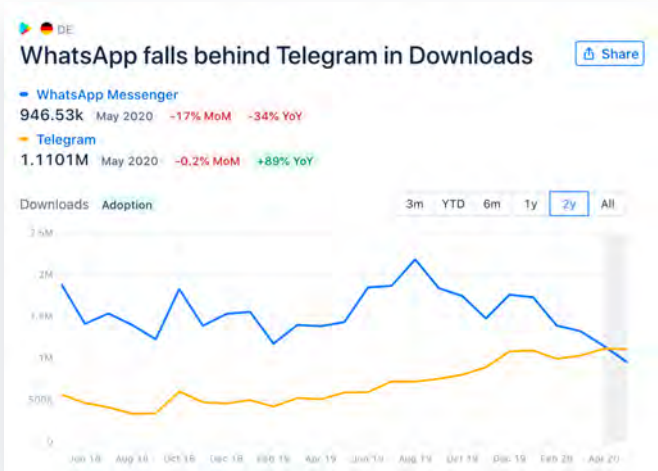
## Milestone alerts

These alerts enable you to monitor closely the competitive landscape around a company. They are activated when a company or its close competitor crosses a prominent milestone.



# Metric crossover alerts

Going a step further in terms of monitoring competitive landscape, these alerts get activated when a company overtakes or falls behind its competitor. These alerts help closely track the relative performance of competitors.

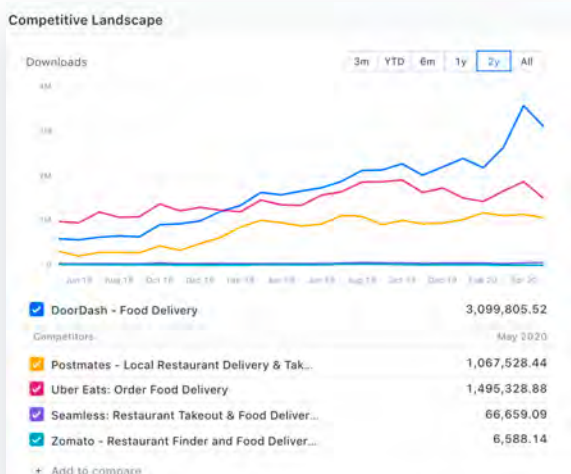


Our proprietary algorithms avoid repetitive and insignificant crossover events, which is one of the main shortcomings in a naive approach to crossover alerts.

# Additional features

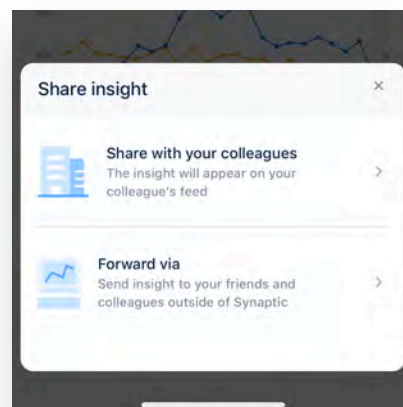
## Competitive landscape

To enrich the context, each alert discussed above is accompanied by a comparison of major competitors as shown below.



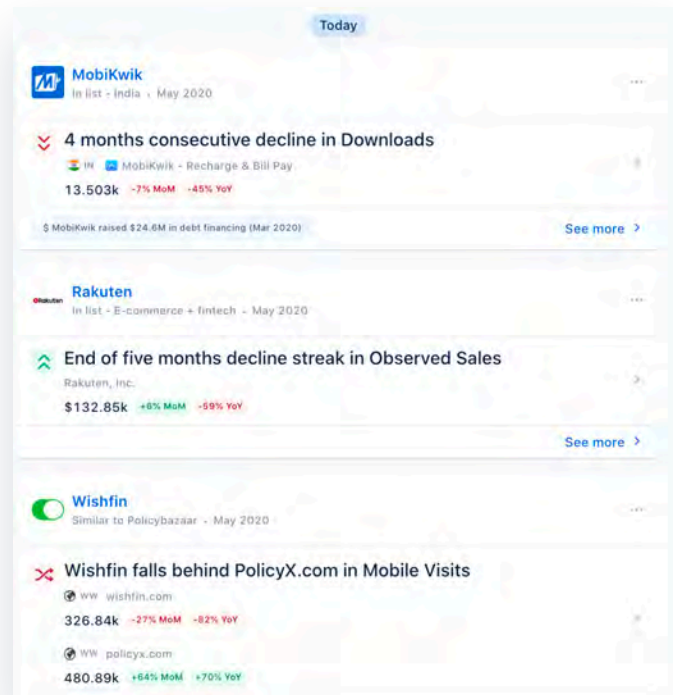
## Sharing

To facilitate collaboration and sharing of ideas we provide an effortless one tap solution to share alerts with your colleagues, both via synaptic platform, as well as through 3rd party communication channels.



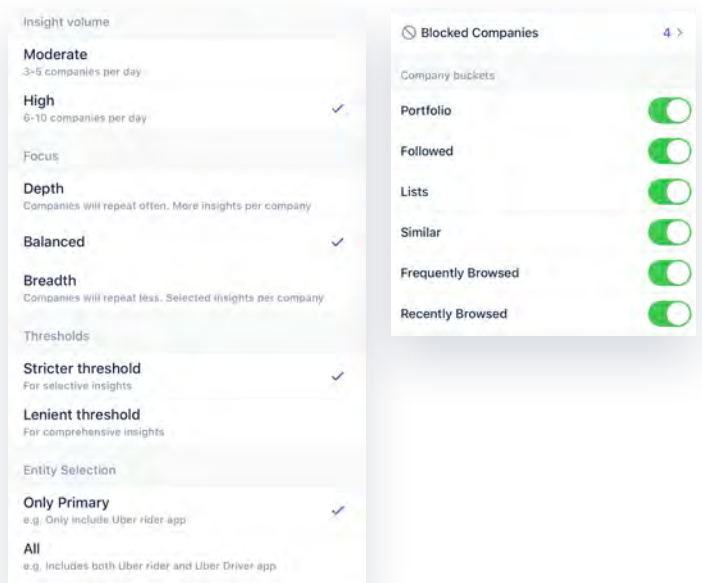
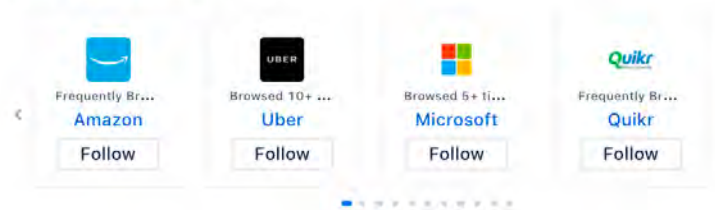
# Synaptic Feed

Synaptic keeps you on top of data by providing a personalized feed to easily access alerts for thousands of relevant companies on the go. Our AI-based algorithms learn from the user's usage on Synaptic platform, news events, and other performance metrics to automatically select relevant companies and their salient insights for the feed. A snapshot of Synaptic Feed is shown below.



Users can easily follow and subscribe to alerts from specific companies and personalise the type of companies they want to see in the feed. Furthermore, they can control the sensitivity and volume of the smart alerts according to the needs.

## Follow Suggestions



In the world of ever-growing amount of information to track, noisy and unstructured data points, scattered update cycle across data sources, Synaptic Smart Alerts make sure no promising company in making goes unnoticed.

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

[Contact us →](#)

