



AI + Human-in-the-Loop for Deal Discovery



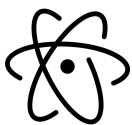
Designed with precision for

- Private Market Investors - VC, PE, IB, Incubators, Angel Networks
- Large Corporates - M&A, Innovation and Transformation Teams
- Government Agencies, Industry Bodies, Universities



Source New Age Companies

- Wide Scan across **300+ Sectors, 30+ Geos**
- Thematic Sourcing via **1000+ Trending Themes**
- Companies using disrupting technologies via 5+ Waves
- Follow portfolios of 20k+ Investors
- Companies with **Ivy League Founder Background**
- Top Companies using Tracxn **Leaderboard**
- Similar of 500k+ companies via proprietary Taxonomy
- Discover Global Startup Events to attend and network



Extensive Data Coverage

- Coverage of **~1M Companies**
- Details of **220K+ Funding Rounds**
- Acquisition info for 60K+ Companies
- **~20K Investors** and their Profile
- Financials for 300k+ Cos in 12 Geos
- Round Wise **CapTable** for 200k+ Companies in 8 Geos
- **Employee Count** of 275k+ Companies
- 11k+ Companies in **Soonicorn club**
- Coverage of **2M+ Business News**
- Proprietary Taxonomy of 300+ Sectors
- Marketmap of 300+ Sectors



Track Relevant Updates

Global Tracking

- Latest Key Global Updates
- Deals by Key Global Investors
- Follow China via Key China Updates
- Quick overview of sectors using 4k+ Sector Reports

Local Tracking

- Latest Updates within your Mandate
- Track Peer Funds
- Activities in Geos of interest via Geo Reports



Due Diligence & Portfolio Management

Due Diligence

- Quick Prospecting using Tracxn's Chrome Extension
- Instant Local & Global Competitors of 500k+ companies
- Due Diligence of targets using Company DD Pack
- Proprietary CRM - exclusively for Deal Management

Portfolio Management

- Activities of portfolio companies using Portfolio Tracker
- Data driven most probable Next Round Investors

Pricing

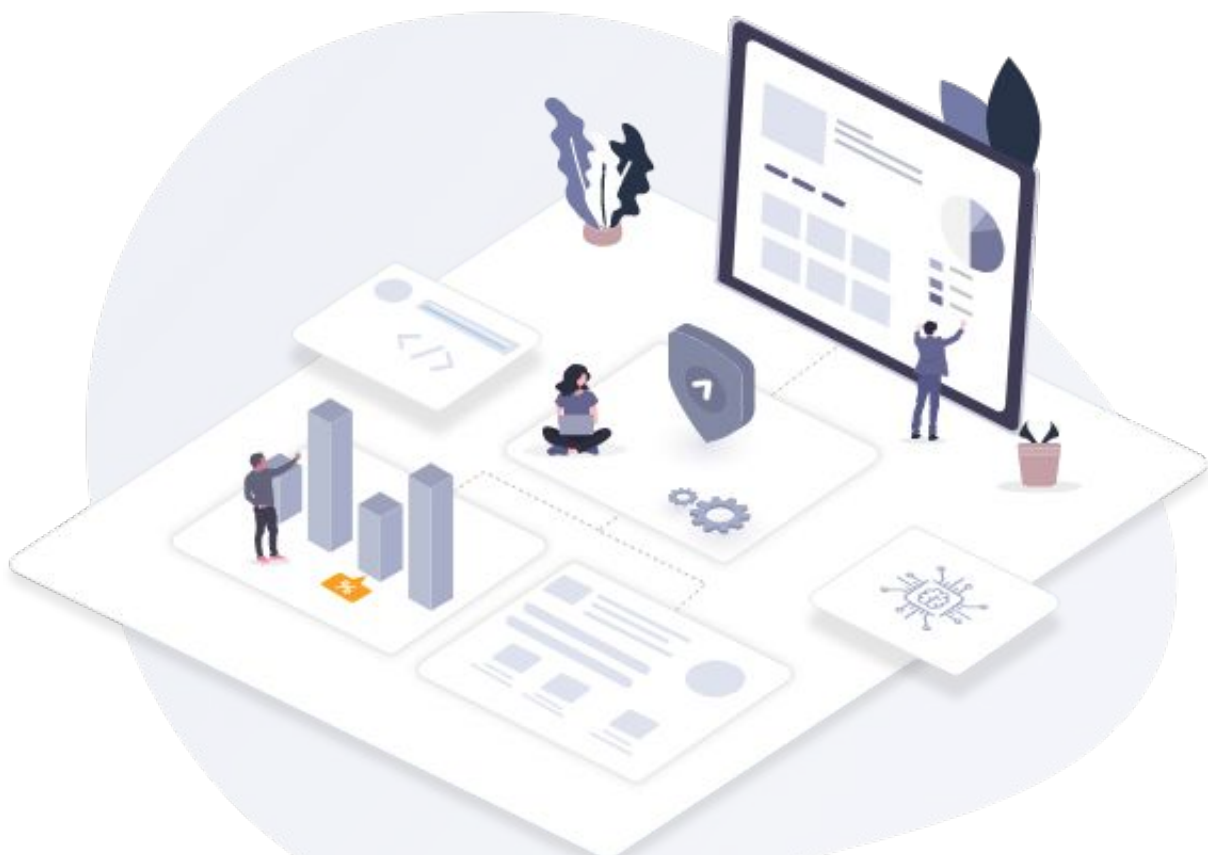


Single User	Team	Enterprise
For 1 user	For 3 users	For 7 users
\$500/month	\$1000/month	\$2000/month
\$5,500 / annum	\$11,000 / annum	\$22,000 / annum
1,000 Export Credits and 1 Analyst Queries every month	3,000 Export Credits and 3 Analyst Queries every month Additional user at \$300/month	7,000 Export Credits and 7 Analyst Queries every month Additional user at \$250/month

All prices exclusive of TDS, as applicable

Add-ons

API Pack	Export Credits
\$48,000	\$1,000
Billed Annually	For 10,000 Export Credits



For any queries feel free to reach out to us at contact@tracxn.com

Discover Tracxn Offerings



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Products Overview

MY TRACXN

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SOURCING

- Sourcing by Wide Scan
- Sourcing by Team
- Sourcing by Signals
- Sourcing by Following Investors
- Sourcing by Sectors
- Sourcing by Waves
- Sourcing by Trending Themes

PORTFOLIO MANAGEMENT

- Portfolio Tracker
- Next Round Investors

GLOBAL TRACKING

- Track Key Global Updates
- Track Deals by Key Global Investors
- Track Key China Updates
- Track Key AI Updates
- Sector Watch

LOCAL TRACKING

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- Track Peer Companies

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- My Company's Current Investors
- My Company's Prospective Investors
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PRODUCT DISCOVERY

- Discover HR Solutions

TOP COMPANIES

- Soonicorn Club
- Editor's Pick
- Leaderboard
- Trending

SECTOR RESEARCH

- Practice Areas
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- Signature Newsletters

MARKETS

- Industry Definition
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REPORTS

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- Geo Monthly
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- Top BMs in Geo
- Top BMs by investor type
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- Company DD Pack
- Mark to Market

TOOLS

- My Analyst
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EXPLORE DATABASES

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- Cap Tables
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- Deadpooled Companies



1 - Source New Age Companies



1.1 Sourcing by Wide Scan



1.2 Sourcing by Trending Themes



1.3 Sourcing by Team



1.4 Sourcing by Signals



1.5 Sourcing by Following Investors



1.6 Sourcing by Visiting Events



1.7 Sourcing by Waves



1.8 Sourcing Clones & Similar



Using Sourcing Boards



Review new companies on Platform



Get Alerts directly in your inbox

Support

Dedicated Account Manager to guide and to help configure these boards



Email



WhatsApp



Chat



Zoom Call



1.1 Sourcing by Wide Scan



Deal sourcing board that lets you discover new companies added to Tracxn platform within your wider Investment mandate. Example of a typical mandate is sourcing Enterprise companies in Southeast Asia region.

Using the Wide Scan Board

- Scan newly matched 20 - 30 companies daily within 10 minutes right from your inbox and pick 1-2 interesting companies. Reach out to the selected companies.
- Configure **multiple mandates** for Investment and M&A or reach out to us to get the boards configured

Configure for

- 300+ Sectors
- 10+ Company Stages
- 30+ Geos
- Total Funding
- Founded Year
- 15+ filters

Sample: Wide Scan Dashboard - US

New companies in sectors of interest

1. US ⓘ

- COI-VERIFY** Funded
2014, North Myrtle Beach
Insurance risk management solution
- Rize** Series A
2015, Arlington, \$3.76M
Open banking API solutions
- LOHAS** Funded
Austin
Campaign management solutions fo...
- Common Change** Funded
2010, Oakland
Group savings platform
- Milo Credit** Series A
2018, Miami, \$7.09M
Online marketplace for mortgage lo...

[16,167 results](#)

New Matches

1. US (11K+) ⓘ

- Landa** US Funded
New York City
Online platform for investing in r...
- Milo Credit** Series A
2018, Miami, \$7.09M
Online marketplace for mortgage...
- Common Change** Funded
2010, Oakland
Group savings platform
- Salucro** Series A
2004, Phoenix, \$16.4M
Self-pay patient payment platfor...
- ELYSII** Funded
2017, Las Vegas
Provider of wearable-based pay...

Alerts

[Configure Alert](#) [View Alert Mail History](#)

Alert Name ⓘ
US - FinTech

When Do You Want To Receive This Alert?

I do not want to receive this alert

Daily at 9:00 AM

Every Monday at 9:00 AM

1st of every month at 9:00 AM

Custom

Frequency

Daily Weekly Monthly

Select when to receive alert

11:00 AM (GMT +5:30) Bombay, Calcutta, Madra

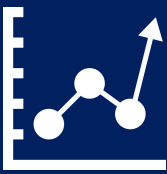
Export

Provide an export of the updates with alert mails
Note: You will receive a link to download an export file with upto 11 Credits will not be deducted for this export.

[Advance Settings](#)

Note: Emails are sent only if there are new updates





1.2 Sourcing by Trending Themes



Discover new companies from Hot & Trending sectors and fast emerging technologies that are in demand. These sectors are identified based on entrepreneurial and recent funding activity. Example - Novel Foods, P2P Insurance, Hyperlocal Delivery.

Using the Trending Themes Board

- Scan newly matched 5 - 10 companies on a weekly basis within 10 minutes right from your inbox and pick interesting companies. Reach out to the selected companies.
- Configure **multiple mandates** for Investment and M&A or reach out to us to get the boards configured

Configure for

- 1000+ Hot Themes
- 30+ Geos
- 10+ Company Stages
- Total Funding
- 15+ filters

Sample: Sourcing by Trending Themes - Novel Foods, P2P Insurance

The screenshot displays a dashboard with several tabs: "New companies in sectors of interest", "New Matches", "Widget Details", and "Configure".

1. Organic Food

- GOODbynature** - Unfunded - 2019, Pune - Online retailer of sustainable products
- Prima Pure** - Unfunded - 2019, Boca Raton - Brand of multi-category grocery & s...
- Fresh Vegetables** - Unfunded - 2019, Agra - Online retailer of organic fruits and ...
- Local Yokels** - Unfunded - 2019, Washington, DC - Farm-to-home-compostable-delivered

2. Novel Food

- Let's Eat** - 2019, San Francisco (United States) - \$1M - Seed - Provider of food products made of plant-based meat
- ROAST** - 2019, San Francisco (United States) - \$1M - Seed - Provider of food products made of plant-based meat
- Black Sheep Foods** - 2019, San Francisco (United States) - \$1M - Seed - Provider of food products made of plant-based meat
- Ripple Foods** - 2019, San Francisco (United States) - \$1M - Seed - Provider of food products made of plant-based meat

Alert

Trending Theme - Novel Foods (30) [View all](#)

- Black Sheep Foods**
2019 · San Francisco (United States) · \$1M · Seed
Provider of food products made of plant-based meat
#47 in 101 competitors · Similar - Tofurky, Impossible Foods, Beyond Meat
- SavorEat**
2018 · Rehovot (Israel) · Unfunded
Producer of plant-based meat products
#101 in 101 competitors · Similar - Redefine Meat, ChickP, Impossible Foods,
- Omnipork**
2012 · Hong Kong (China) · Unfunded
Brand of plant-based meals
#3 in 3 competitors · Similar - Impossible Foods, Beyond Meat
- Nutty Life**
2016 · Boston (United States) · Unfunded
Organic and dairy free milk brand
#116 in 378 competitors · Similar - Ripple Foods, Aloha, Califa Farms, Oatly





1.3 Sourcing by Team



Board to discover top companies founded by entrepreneurs from Ivy league Colleges OR entrepreneurs that have previously worked in top Tech or Consulting companies. Example - Companies of ex-Stanford, Harvard, Google, Microsoft executives.

Using the Team Board

- Scan newly matched 10 - 20 companies weekly within 10 mins right from your inbox and pick a few interesting ones. Reach out to the selected companies.
- Configure **multiple mandates** for Investment and M&A or reach out to us to get the boards configured

Configure for

- 30+ Ivy League Colleges
- 20+ Tech & Consulting Companies
- 300+ Sectors
- 30+ Geos
- Total Funding
- Founded Year

Sample: Sourcing by Team - Google, Microsoft, Harvard, Stanford

The screenshot displays a dashboard with tabs for 'New companies by teams of interest', 'New Matches', 'Widget Details', and 'Configurator'. The 'New Matches' tab is active, showing two columns of company listings:

- 1. STANFORD UNIVERSITY TEAMS (20+)**
 - Lightyear (2019, Albany, Unfunded): Cloud-based software to buy IT i...
 - American Pacifi... (2019, San Francisco, Unfunded): Private equity firm focused on co...
 - Vemo Education (2019, Arlington, \$2.5M, Series A): Provides income share agreemen...
 - YoloBus (2019, Gurgaon, \$800K, Seed): Online based platform for bookin...
 - Tandem (2019, Mountain View, \$8.83M, Series A): Virtual remote collaboration soft...
- 2. HARVARD UNIVERSITY TEAMS**
 - Loro (2020, Santiago): AI based assistive...
 - Beowulf (2019, San Jose, \$4...): Decentralized clou...
 - Muniq (2019, Los Angeles): Provider of prebiot...
 - FoRx Therap... (2019, Basel, \$10.8...): Developer of comp...
 - Primus (2019, Mumbai): Provider of manag...

An 'Alert' overlay is shown for 'Columbia Business School Teams (2)'. It lists:

- Therma** (2019, San Francisco, United States, Funded): Provider of solutions for temperature and humidity monitoring. #375 in 920 competitors. Similar to Comfy, Johnson Controls.
- MateraCor** (2018, Aliso Viejo, United States, Funded): Developer of tissue regenerative therapies for treating heart diseases. #260 in 358 competitors. Similar to Sarepta, MyoKardia.

Another alert for 'Harvard University Teams (4)' lists:

- Solar Inventions** (2001, Atlanta, United States, Funded): Manufacturer of solar PV cell. #55 in 104 competitors. Similar to Innovalight, Nanosolar, Q-Cells, MiaSole.
- Shopinbox** (2015, Sunnyvale, United States, \$1.5M, Seed): Expense management platform. #21 in 86 competitors. Similar to Penny, Olivia AI, Snoop, Charlie Finance.



1.4 Sourcing by Signals



Identify companies from Tracxn Leaderboard that sorts companies on Tracxn Score - a dynamically computed score using 20+ market signals across 5 categories, as below.

Example mandate - top companies in FinTech US

Using the Sourcing by Signals Board

- Scan newly matched 5 - 10 companies on a weekly basis within 10 minutes right from your inbox and pick interesting companies.
- Configure **multiple mandates** for Investment and M&A or reach out to us to get the boards configured

Configure for

- Market
- Execution
- Growth
- Team
- Size

Sample: Sourcing by Signals - Top Companies in FinTech US

The screenshot displays a dashboard with several tabs: 'Companies crossing thresholds', 'New Matches', 'Widget Details', 'Configurator', and 'Alerts'. The 'New Matches' tab is active, showing a grid of company cards. Each card includes a company logo, name, location, funding amount, and a brief description of the company's business.

Company	Location	Funding	Industry
Bizdaq	2014, Leeds	\$1.53M	Online marketplace to buy or sell a ...
KartRocket	2012, Delhi	\$14.4M	Online storefront platform on a Saa...
Fabric Monde	2016, Bangalore		Handloom products distribution co...
KartRocket	2012, Delhi	\$14.4M	Online storefront platform on a ...
Intello Labs	2016, Bangalore	\$2.64M	Image recognition based solutio...
Shotfarm	2010, Chicago	\$3M	Product Content Network
GoPro	2003, San Mateo	\$288M	HD camera manufacturer for ext...
ARound	2016, Tel Aviv	\$140K	AR-based visualisation tool for t...
Pepe Jeans Lon...	1973, London	\$178M	Denim-led Fashion Brand
Sphynx	2016, Woodland Hills	\$2M	Brand of grooming products for ...
BlueRoo	2010, Burlingame		AI-based personal shopper platf...
GoPro	2003, San Mateo	\$288M	HD camera manufacturer for ext...
ParalleDots	2014, Lewes	\$2M	Provider of an image recognition...
Wizcart	2016, Chennai		Platform for self-checkout at gro...
Prynt	2014, Paris	\$9.5M	
Pinduoduo	2015, Shanghai	\$3.22B	
Gradient.io	2018, Seattle	\$3.5M	



1.5 Sourcing by Following Investors



Board to help discover interesting companies by following portfolio of select list of investors from your peer group or most active investors within your investment mandate. Example - Follow YCombinator, 500 Startups, Sequoia Capital, Benchmark Capital

Using the Following Investors Board

- Scan newly added portfolio companies of select list of investors right from the inbox. Discover new markets to further your investment mandate and companies to watch out for
- Configure **multiple mandates** for Investment and M&A or reach out to us to get the boards configured

Configure for

- 20k+ Investors
- 300+ Sectors
- 10+ Company Stages
- 30+ Geos
- Total Funding
- Founded Year

Sample: Sourcing by Following Investors - YCombinator, 500 Startups

The screenshot displays a dashboard interface for tracking investment activity. It features a top navigation bar with tabs: 'Activity by Funds and Angels tracked', 'New Matches', 'Widget Details', 'Configurator', 'Alerts', and 'Share'. Below this, there are three main sections:

- 1. Accel - New Portfolio Comp... (90+)**: Lists companies like Aavenir (Seed, 2019, Ahmedabad, \$2M), LenddoEFL (Series B, 2011, Singapore, \$17.6M), Bigtree Entertai... (Series E, 1999, Mumbai, \$208M), Chargebee (Series D, 2011, Walnut, \$39.7M), and Aavenir (Seed).
- 2. Accel - New Portfolio Fundi... (700+)**: Lists companies like BlackBuck (Series D, 2015, Bangalore, \$291M), LenddoEFL (Series B, 2011, Singapore, \$17.6M), LenddoEFL (Series B, 2011, Singapore, \$17.6M), LenddoEFL (Series B, 2011, Singapore, \$17.6M), and LenddoEFL (Series B, 2011, Singapore, \$17.6M).
- 3. Accel - Portfolio News (5K+)**: Lists news items like 'Simsim's \$8 Million Series B Fundraise', 'Cure.Fit to launch paid version of popular online fitness classes', 'Sriram Venkataraman promoted as CFO of Flipkart and Myntra', and 'Temasek-backed Indian fitness startup Cure.fit lays off staff an...'.



1.6 Sourcing by Visiting Events



Discover all the upcoming startup events globally to attend and network with Founders & discover top companies. Example - visit SaaStr Annual 2020 (San Jose, California), EU-Startups Summit (Barcelona, Spain)

Use the Events Section

- Get alerts on upcoming startup events in the geos of your interest. Identify events that you plan to attend, add their event date and other details to your calendar. Network and identify interesting sectors and startups in event.
- Configure for multiple countries and cities as required

Configure for

- 30+ Geos

Sample: Events - Startup Events in UK

The screenshot shows the Tracxn interface with a search bar at the top. The left sidebar contains navigation options like 'MY TRACXN', 'SOURCING', and 'GLOBAL TRACKING'. The main content area is titled 'Upcoming Events 96 results' and includes a filter for 'Country (includes any - United Kingdom)'. The event list includes:

- Business Start-Up: Marketing** (Mar 03) - Livingston • Tue, 3rd Mar, 2020, 06:00 PM - 09:00 PM
- Techhubtuesday Demo Night** (Mar 03) - London • Tue, 3rd Mar, 2020, 06:30 PM - 08:30 PM
- Facebook for Business (Intermediate) - DigitalBoost** (Mar 04) - Elgin • Wed, 4th Mar, 2020, 09:30 AM - 12:30 PM
- Marketing on a shoe string** (Mar 04) - Stirling • Wed, 4th Mar, 2020, 09:30 AM - 12:30 PM
- Facebook for Business (Intermediate) - DigitalBoost** (Mar)





1.7 Sourcing by Waves



Discover companies in new technologies that are disrupting industries. Waves have been created basis on technology disrupting the specific industry i.e. 'Technology x Industry' matrix. Example technologies: AI, AR, VR, Blockchain, IoT, Robotics

Using the Waves Board

- Scan newly matched 5 - 10 companies on a weekly basis and pick interesting companies right from your inbox. Reach out to the selected companies.
- Configure **multiple mandates** for Investment and M&A or reach out to us to get the boards configured

Configure for

- 5+ Waves
- 30+ Geos
- 10+ Company Stages
- Total Funding
- 15 additional filters

Sample: Sourcing by Waves - AI in Healthcare

The screenshot displays a dashboard with two main sections: '1. AI in Healthcare' and '2. Robotics in Healthcare'. Each section lists several companies with their logos, names, founding years, locations, and funding status. An 'Alert' window is overlaid on the 'AI in Healthcare' section, showing a list of 8 companies. The alert lists the following companies:

- Lifeline Robotics**: 2020 • Odense (Denmark) • Unfunded. Developer of AI enabled robotic swab to collect throat sample. #12 in 22 competitors. Similar to Annaida, Astero Bio.
- Onyx**: 2020 • Elkridge (United States) • Unfunded. Provider of AI-based software for health data management. #193 in 368 competitors. Similar to Abacus Insights, VisiQuate, Datos Health, ClearDATA.
- AI Health Development**: 2020 • Ariana (Tunisia) • Unfunded. Provider of AI-based diagnosis software for clinics. #48 in 54 competitors. Similar to SigTuple, Oxipit.
- Suomida**: 2020 • Espoo (Finland) • Unfunded. Provider of different AI-based products for doctors. #178 in 240 competitors. Similar to Podimetrics, Propeller Health.





1.8 Sourcing Clones & Similar



Identify similars of an inbound lead or clones of a successful startup using Tracxn's proprietary Taxonomy that identifies exact competitive landscape for each company - both globally and locally. Examples - Clones of Uber, Airbnb

Using the Sourcing Clones & Similar Board

- Scan new matches of the inbound lead within 10 - 15 mins on a weekly basis right from your inbox and pick 1-2 interesting companies. Reach out to the selected companies.
- Configure **multiple mandates** for Investment and M&A or reach out to us to get the boards configured

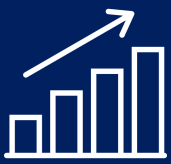
Configure for

- 500k+ Companies
- 300+ Sectors
- 10+ Company Stages
- 30+ Geos
- Total Funding
- Founded Year

Sample: Similar - Companies similar to Uber Globally


The screenshot displays the Tracxn platform interface. At the top, there is a search bar with the text 'Search for Companies, Keywords, Cities, Founded year, Reports, People, Products'. Below the search bar, the results are categorized by region: US & Canada (239), Europe (381), and China (30). The interface shows a list of companies with their logos, names, funding stages, and descriptions. Key companies listed include Lyft, Uber, Cabify, Mytaxi, Heetch, Bolt, Didi, Kuaidi Dache, UCAR, and Uber China. The interface also includes navigation menus on the left and various filters and actions at the top.





2 - Track Most Relevant Updates



-  **2.1 Key Global Updates**
-  **2.2 Deals by Key Global Investors**
-  **2.3 Key China Updates**
-  **2.4 Sector Reports**
-  **2.5 Track Updates in My Mandate**
-  **2.6 Track Peer Funds**
-  **2.7 Track Peer Companies**
-  **2.8 Geo Reports**



Using Tracking Boards



Get to know latest updates in areas of your interest globally



Get Alerts directly in your inbox

Support

Dedicated Account Manager to guide and to help configure these boards



Email



WhatsApp



Chat



Zoom Call



2.1 Key Global Updates



Pre-configured dashboard to help you track all the latest key activities globally, such as key funding rounds, exits, and news on a daily basis

Using the Key Global Updates

- Keep yourself updated in just 10-15 mins on all the key events happening in major geographies on a daily basis. Review directly from regular alerts received in your inbox.

Activities Tracked

- Recent Unicorns
- Key Funding Rounds
- Key Acquisitions
- Key Company Updates
- Key People Movement
- Key IPOs

Sample: Key Global Updates

The screenshot displays the 'Alerts' configuration page for a dashboard. The configuration includes:

- Alert Name:** Track Key Global Update
- When Do You Want To Receive This Alert?:** Custom (selected)
- Frequency:** Daily (selected)
- Select when to receive alert:** 3:00 PM
- Export:** Provide an export of the (checked)

The main dashboard area shows a grid of activity cards:

- 1. Recent Unicorns:**
 - ApplyBoard (2015, Kitchener, \$125M)
 - O9 Solutions (2009, Dallas, \$125M)
- 2. Key Funding Rounds:**
 - Ermetic (2019, Tel Aviv, \$10M)
 - Owkin (2016, New York City, \$55M)
 - Sanbo Brain Hos... (2004, Haidian, \$113M)
 - Teamworks (2004, Durham, \$47.6M)
 - Nanjing Vazyme ... (2012, Nanjing, \$78.3M)
- 3. Key Acquisitions:**
 - Cumulus Net... (2009, Mountain View, \$134M)
 - SAP Digital Inter... (2020, \$246M)
 - Portola Pharma (2003, San Francisco, \$296M)
- 5. Other Key Transaction News:**
 - One of Bitcoin's Earliest Miners Is Dedicating \$66M in Crypto to a...
 - Energy Spectrum Capital Closes Eighth Venture Capital Fund with...
- 7. Key Regulatory and Legal N...:**
 - RedHill Bio on go with mid-stage study of opaganib in COVID-19



Sample Alert



2.2 Deals by Key Global Investors



This dashboard helps you track the latest funding activities of Key Investors and the investors you want to follow globally such as Sequoia Capital, DST Global, Accel Partners, SoftBank, Tiger Global, KKR, A16Z etc.

Using the Deals by Key Global Investors

- Get daily alerts on all the latest funding rounds by Key Investors. It requires only 5 mins to review all the key transactions on a daily basis.

Activities Tracked

- Funding Rounds
- Track deals by VC, PE, Accelerators & Incubators. Configure as many investors as needed

Sample: Key Global Investors



Sample Alert



2.3 Key China Updates



Pre-configured dashboard to help you track all the latest key activities in China - one of the most dominant countries in the global startup ecosystem












Using the Key China Updates

- Get alerts on all the latest investment activities and news in China on a daily basis. It takes only 10 mins of daily review time to go through the alert, directly from your inbox.

Activities Tracked

- Recent Unicorns
- Key Funding Rounds
- Key Acquisitions
- Key Company Updates
- Key People Movement
- Key IPOs

Sample: Key China Updates

Dashboard	New Matches	Widget Details	Alerts
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <h4>1. Recent Unicorns ⓘ</h4> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Keep 👍 Series E ⋮ 2014, Beijing, \$267M Video-based workout guide and pro... ⬆️ Joined Unicorn Club, May 19, 2020 </div> <div style="border: 1px solid #ccc; padding: 5px;">  100.me 👍 Series C ⋮ 2014, Shanghai, \$300M Online retailer of grocery products ⬆️ Joined Unicorn Club, May 12, 2020 </div> <p style="text-align: center; color: blue;">193 results</p> </div> <div style="width: 30%;"> <h4>2. Key Funding Rounds ⓘ</h4> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Jushuitan Series C ⋮ 2014, Shanghai, \$225M ⚙️ Series C, \$100M, Jun 03, 2020 Goldman Sachs +2 </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Aishu Series C ⋮ 2006, Shanghai, \$35M ⚙️ Series C, \$35M, Jun 02, 2020 Cybernaut +3 </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  BYD Series D ⋮ 1995, Pingshan, \$266M ⚙️ Series D, \$266M, Jun 02, 2020 Sequoia Capital +3 </div> <div style="border: 1px solid #ccc; padding: 5px;">  Wuhan Juxin Mic... Series B ⋮ 2016, Wuhan, \$25.2M ⚙️ Series B, \$25.2M, Jun 01, 2020 Source Code Capital +4 </div> </div> <div style="width: 30%;"> <h4>3. Key Acquisitions ⓘ</h4> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Wellcome Acquired ⋮ 1996, Kowloon ⚙️ \$108M, Jun 02, 2020, Business A... Carrefour </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  Huya 👍 Acquired ⋮ 2013, Guangzhou, \$537M ⚙️ Apr 27, 2020, Business Acquisition Tencent </div> <div style="border: 1px solid #ccc; padding: 5px;">  8 Securities Acquired ⋮ 2011, Hong Kong, \$46.5M ⚙️ Apr 21, 2020, Business Acquisition Social Finance </div> <p style="text-align: center; color: blue;">47 results</p> </div> </div>			
<h4>5. Other Key Transaction News ⓘ</h4> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;">  US pension fund commits \$25m to Lightspeed's third India-focused... ⋮ Deal Street Asia, May 31, 2020 </div> <div style="border: 1px solid #ccc; padding: 5px;">  IK wraps up ninth mid-cap fund ⋮ </div>			
<h4>7. Key Regulatory and Legal N... ⓘ</h4>			



2.4 Sector Reports



Use Tracxn's sector reports to understand the landscape and the entrepreneurial and investment activities happening within the sectors you invest in, sector you are interested in and track regularly and upcoming interesting sectors

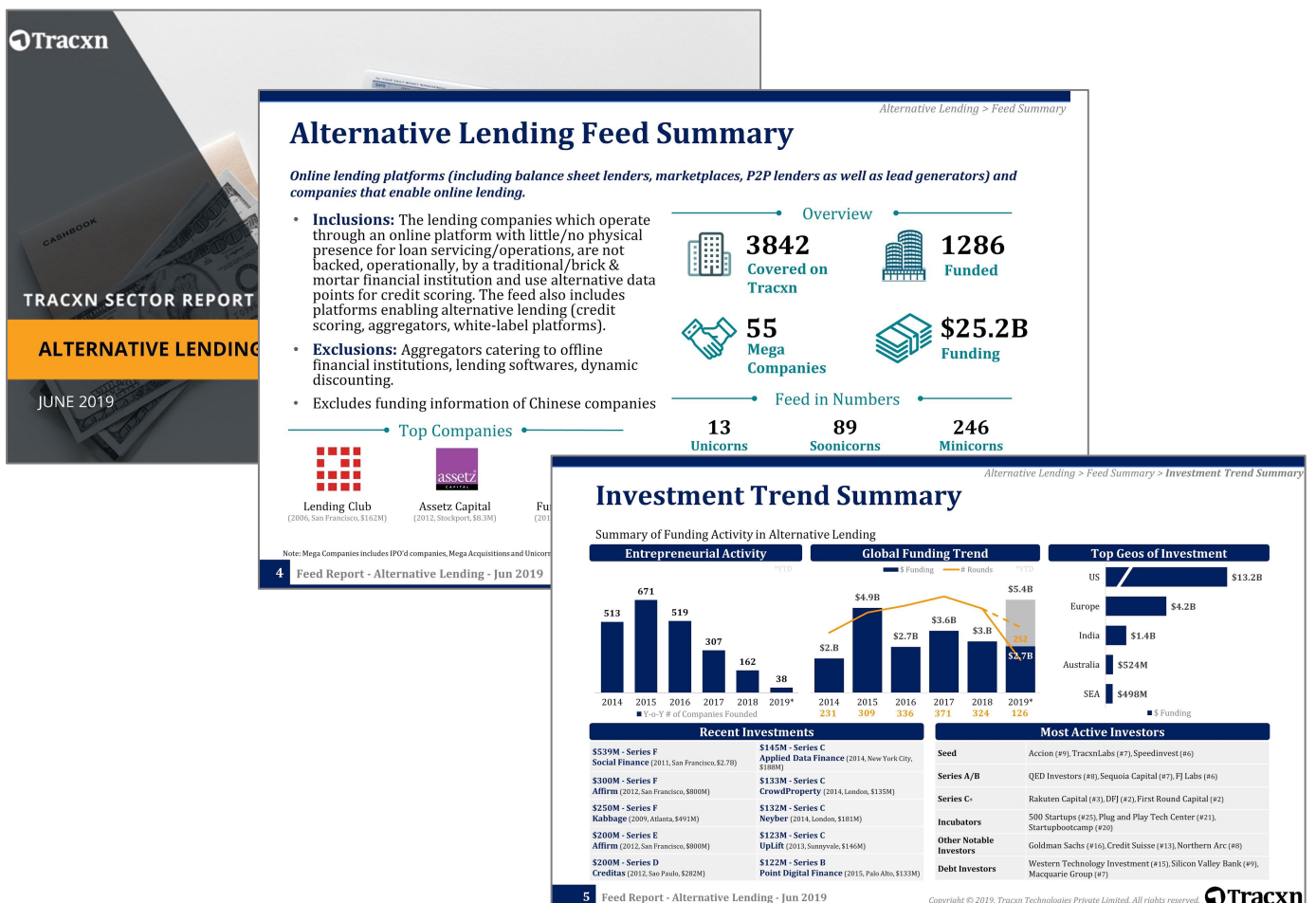
Using the Sector Reports

- Get to know about any new report published in your area of interest via an alert directly in your inbox. It takes 30 - 45 mins to review the report. Go through the summary slides for each section and deep dive wherever required.

Reports Type

- Feed Report [400+]
- Business Model Report [1500+]
- Top Business Models in Practice Area [40+]

Sample: Feed Report - Alternative Lending



Alternative Lending Feed Summary
Alternative Lending > Feed Summary

Online lending platforms (including balance sheet lenders, marketplaces, P2P lenders as well as lead generators) and companies that enable online lending.

- **Inclusions:** The lending companies which operate through an online platform with little/no physical presence for loan servicing/operations, are not backed, operationally, by a traditional/brick & mortar financial institution and use alternative data points for credit scoring. The feed also includes platforms enabling alternative lending (credit scoring, aggregators, white-label platforms).
- **Exclusions:** Aggregators catering to offline financial institutions, lending softwares, dynamic discounting.
- Excludes funding information of Chinese companies

Overview

- 3842 Covered on Tracxn
- 1286 Funded
- 55 Mega Companies
- \$25.2B Funding

Feed in Numbers

- 13 Unicorns
- 89 Soonicorns
- 246 Minicorns

Top Companies

- Lending Club (2006, San Francisco, \$162M)
- Assetz Capital (2012, Stockport, \$8.3M)

Note: Mega Companies includes IPO'd companies, Mega Acquisitions and Unicorns

Investment Trend Summary
Alternative Lending > Feed Summary > Investment Trend Summary

Summary of Funding Activity in Alternative Lending

Entrepreneurial Activity

Year	# of Companies Founded
2014	513
2015	671
2016	519
2017	307
2018	162
2019*	38

Global Funding Trend

Year	\$ Funding	# Rounds
2014	\$2.8B	231
2015	\$4.9B	309
2016	\$2.7B	336
2017	\$3.6B	371
2018	\$3.8B	324
2019*	\$5.4B	126

Top Geos of Investment

Geo	\$ Funding
US	\$13.2B
Europe	\$4.2B
India	\$1.4B
Australia	\$524M
SEA	\$498M

Recent Investments

\$539M - Series F Social Finance (2011, San Francisco, \$2.7B)	\$145M - Series C Applied Data Finance (2014, New York City, \$189M)
\$300M - Series F Affirm (2012, San Francisco, \$800M)	\$133M - Series C CrowdProperty (2014, London, \$135M)
\$250M - Series F Kablodge (2009, Atlanta, \$491M)	\$132M - Series C NeyBeer (2014, London, \$181M)
\$200M - Series E Affirm (2012, San Francisco, \$800M)	\$123M - Series C Uplift (2013, Sunnyvale, \$146M)
\$200M - Series D Creditas (2012, Sao Paulo, \$282M)	\$122M - Series B Point Digital Finance (2015, Palo Alto, \$133M)

Most Active Investors

Seed	Action (#9), TracxnLabs (#7), Speedinvest (#6)
Series A/B	QED Investors (#8), Sequoia Capital (#7), F Labs (#6)
Series C	Rakuten Capital (#3), DFJ (#2), First Round Capital (#2)
Incubators	500 Startups (#25), Plug and Play Tech Center (#21), Startupbootcamp (#20)
Other Notable Investors	Goldman Sachs (#16), Credit Suisse (#13), Northern Arc (#8)
Debt Investors	Western Technology Investment (#15), Silicon Valley Bank (#9), Macquarie Group (#7)

4 Feed Report - Alternative Lending - Jun 2019

5 Feed Report - Alternative Lending - Jun 2019

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Sample Alert



2.5 Track Updates in My Mandate



This board helps you stay updated on all the latest activities by companies within your Investment Mandate.

Example Mandates: EdTech - Global, FinTech - SEA, Geo Nordics, Geo LATAM

Using the Track Updates in My Mandate

- Get regular alerts on all key events happening in your mandate. Identify interesting investment themes and companies by reviewing the alert from your inbox within 10 mins.

Activities Tracked

- Soonicorns
- Funding Rounds
- Acquisitions
- IPOs
- News

Sample: Track Updates in My Mandate – India Tech

The screenshot displays a dashboard titled "Track Updates in My Mandate" with several tabs: "New Matches", "Widget Details", "Configurator", "Alerts", and "Share". The main content is organized into columns and sections:

- 1. Recent Soonicorns:**
 - KhataBook:** 2016, Bangalore, \$87M. Digital ledger account book. SOONICORN, May 20, 2020.
 - Magic Pin:** 2015, Delhi, \$34.2M. Cash back and deals at local restaur... SOONICORN, May 13, 2020.
- 2. Funding Rounds:**
 - CoinDCX:** 2017, Mumbai, \$5.5M. Series A, \$2.5M, May 26, 2020. Polychain.
 - Satyamicrocapital:** 2017, Delhi, \$27.5M. Series B, \$13.9M, May 25, 2020. Gojo.
 - HomeCapital:** 2017, Mumbai, \$6.94M. Series A, Undisclosed, May 25, 2020. VCAPL +5.
 - Daawat:** 1998, Gurgaon. Funded. PE, Undisclosed, May 25, 2020. SALIC.
 - Truemeds:** 2018, Mumbai, \$488K. Seed, \$488K, May 22, 2020. Info Edge.
 - Euler Motors:** Series A.
- 3. Acquisitions:**
 - Sunrise Foods:** 1902, Kolkata. May 23, 2020. ITC.
 - J B Chem and p:** 1976, Mumbai. May 20, 2020. KKR.
 - NourishCo:** 2010, Gurgaon. May 19, 2020. Tata Consumer.
- 5. Other Transaction News:**
 - Blackstone-backed Phoenix International:** to buy 650 wireless... Seeking Alpha, May 25, 2020.
 - IL&FS invites Eol:** to sell its 26% stake in OTPC. Livemint, May 25, 2020.
 - Kailong Sells 8 Floors:** In Central For Hk\$350m Despite Hk Downturn. Mingtiandi, May 25, 2020.
- 7. Regulatory and Legal:**
 - Sterling Accuris:** receives ICMR. Asian News Int.
 - Volkswagen loss:** case.

An **Alert** pop-up is shown on the right, titled "Funding Rounds (50)". It lists several funding events:

- Reworld:** Series B • \$42.2M • May 18, 2020. Investors: Joy Capital. 2019 - Washington, DC - \$56.7M. Online gaming platform.
- GATT Technologies BV:** Series B • \$11.4M • May 18, 2020. Investors: Oost NL, JNJ Innovation. 2011 - Nijmegen - \$11.4M. Polymer-based General Adhesive Tissue Tape.
- Fly Now Pay Later:** Series A • \$6.05M • May 18, 2020. Investors: Revenio, Shawbrook Bank, bci-finance.com. 2013 - London - \$6.05M. Holiday tickets booking on EMI.
- Mindset Health:** Seed • \$1.1M • May 18, 2020. Investors: Y Combinator, Fifty Years and 1 more. 2015 - Melbourne - \$1.25M. App for chronic health management with hypnotherapy.
- Laalsa:** Seed • \$1M • May 18, 2020. 2015 - Hyderabad - \$1M. Mobile app for food ordering.
- Erudit:** Seed • \$649K • May 18, 2020. Investors: Encomenda, DraperB1 and 1 more. 2019 - Madrid - \$1.15M. AI-powered employee engagement software provider.



2.6 Track Peer Funds



Customised dashboard to keep yourself updated on the latest activities of funds/angels that competes with you. Multiple filters or combination of filters can be used to find the competing funds such as Geos of Investments, Round of Entry, Sectors of interest etc.

Using the Track Peer Funds

- Identify what peer funds are doing and ensure you are able to identify interesting themes and companies based on their investments. It requires only 10 mins of daily review time, directly from your inbox.

Activities Tracked

- New Portfolio Companies
- Fund News
- Exits by Portfolio
- Soonicorn Movements
- New Funding Rounds
- Key Portfolio News

Sample: Track Peer Funds

The screenshot displays the 'Configurator' interface for tracking peer funds. It includes a 'Select Investor(s)*' section with an 'ADD/EDIT INVESTORS' button and a list of institutional investors: Carlyle.com, Goldmansachs.com, Idgcapital.com, and Startupbootcamp.org. Below this, there are sections for 'Scan new Companies in Sectors', 'Scan new companies in the geo', and 'Scan new Companies in Stages', each with a 'No' status and an 'Added' label.

The main dashboard area shows a grid of tracked activities:

Activity of Peer Funds tracked	New Matches	Widget Details	Configurator	Alerts	Share
1. The Carlyle Group - New Po...	MicroPort Ort... 2014, Arlington Develops orthopaedic implants for h...	Public	513 results		
2. The Carlyle Group - Fund N...	Carlyle Searches For New Managing... Director In India BloombergQuint, Apr 21, 2020		122 results		
3. The Carlyle Group - Exits by...	Exocad 2010, Darmstadt Dental CAD/CAM software for dent...	Acquired	327 results		
6. IDG Capital - New Portfolio ...	Asialfo 1993, Beijing, \$181M Provider of OSS/BSS and IT services...	Acquired	427 results		
5. The Carlyle Group - Funding...	MAK-SYSTEM 1984, Des Plaines PE, Undisclosed, Feb 20, 2020 The Carlyle Group	Funded	75 results		
7. IDG Capital - Fund News	Delaware Public Employees commits \$80m to two venture... Apr 27, 2020		4 results		
10. IDG Capital - Funding roun...	Zhuoxuan Techn... 2014, Zhuhai, \$14.3M	Series B			
11. Startupbootcamp - New P...	Mindable Hea... Funded				
9. IDG Capital - Soonicorn Mo...	Sobot 2014, Beijing, \$89.3M	Series C			





2.7 Track Peer Companies



Customised dashboard to track latest investments, acquisitions and other innovations of companies directly competing with you or top tech companies like Google, Amazon etc.

Example - Track all the news related to New Product Announcements by Samsung

Using the Track Peer Companies

- Identify what peer companies are doing and ensure you are not behind the curve in latest investments and innovations in the sector. It requires only 10 mins of daily review time, directly from your inbox.

Activities Tracked

- Acquisitions
- Investments
- News

Sample: Track Peer Companies

The screenshot displays the Tracxn dashboard interface. On the left is a navigation menu with categories like 'Sourcing by Sectors', 'GLOBAL TRACKING', 'LOCAL TRACKING', 'PORTFOLIO MANAGEMENT', 'FOUNDERS CORNER', and 'SECTOR RESEARCH'. The 'Track Peer Companies' option is highlighted in red. The main content area is titled 'Track Peer Companies' and includes a search bar and tabs for 'Track Peer Companies', 'New Matches', 'Widget Details', 'Configurator', and 'Alerts'. The dashboard features a grid of activity cards for various companies:

- 1. Google - Acquisitions**: AppSheet (Acquired, 2014, Seattle, \$20.8M, Jan 14, 2020). 227 results.
- 2. Google - Investment**: WhereIsMyTrans... (Series A, 2015, Cape Town, \$13.3M, Mar 02, 2020). 409 results.
- 3. Google - News**: FreeCast Taps Dish and Google Executives Amidst IPO... (HITECH news articles, Mar 03, 2020). 17,752 results.
- 6. Amazon - News**: Amazon adds warehouse network closer to cities to speed up same... (Financial Post, Mar 03, 2020). 12,295 results.
- 5. Amazon - Investment**: Esper (Series A, 2019, Menlo Park, \$11.7M, Feb 13, 2020). 267 results.
- 8. Samsung - Investment**: Collab Asia (Series B, 2017, Los Angeles, \$10.5M, Dec 03, 2019). 122 results.
- 9. Samsung - News**: Samsung Galaxy M30s receives March 2020 security patch update (Mar 03, 2020).





2.8 Geo Reports



Geo Reports provide a detailed snapshot on the entrepreneurial and investment activity happening in that geo.

Using the Geo Reports

- Get to know about any new report published in your area of interest via an alert directly in your inbox. It takes about 15 mins to review the report. Go through the summary slides for each section and deep dive wherever required.

Reports Type

- Geo Annual [8+]
- Geo Monthly [30+]
- Feed Geo [150+]
- Top Business Models in Geo [30+]

Sample: Geo Annual - Canada, Geo Monthly - US Tech

Geo - US Tech Snapshot - January 2020

530 Funding Rounds | \$10.1B Invested | 708 Analyst Picks | 112 New Investors

341 Series A+ rounds | 632 Active Investors | - IPOs | 139 Acquisitions

Monthly Leader Board

Top Funding Rounds	Top Markets	Top Investors	Top Cities
\$590M - Series C Joby Aviation (2009, Santa Cruz, \$720M)	Healthcare IT Alto	Sequoia Capital (7 Investments)	San Francisco (58 Rounds, \$1.9B)
\$285M - Series E ClassPass (2011, New York City, \$550M)	Finance & Accounting Tech AvidXchange	New Enterprise Associates (6 Investments)	New York City (52 Rounds, \$1.3B)
\$263M - Series B Berkshire Grey (2013, Boston, \$263M)	Electric Vehicles Joby Aviation	Insight Venture Partners (5 Investments)	Boston (18 Rounds, \$819M)
\$260M - Series F AvidXchange (2000, Charlotte, \$86.4M)	Biopharma (by Therapy) Intarcia	Tiger Global Management (4 Investments)	Cambridge (18 Rounds, \$599M)

Note: "Investors" refers to "Institutional Investors" only

Canada Tech Annual Factsheet 2019

Year at a Glance

Before jumping into the details, let's look at a summary of events that transpired in the startup world in 2019 - right from new companies getting incorporated to funding related activities, to more companies joining the unicorn and soonicorn club.

The figures below give an overall picture of how startups fared in 2019.

405 Funding Rounds	\$ 4.0Bn Total Investments	187 Series A+ Rounds
19 IPOs	174 Acquisitions	482 Active Investors

	Overall Figures	In 2019
# Companies Founded	16,907	559
# Companies Funded	4,119	511*
Unicorns	4	-
Soonicorns	81	30

Unicorns: Companies with \$1 Bn+ valuation
Soonicorns: These are companies which hold the potential to become a unicorn in the near future
*This figure includes all companies that raised funding in 2019 irrespective of the founding year



3 - Due Diligence



3.1

Quick Prospecting with Browser Extension



3.2

Competition Analysis



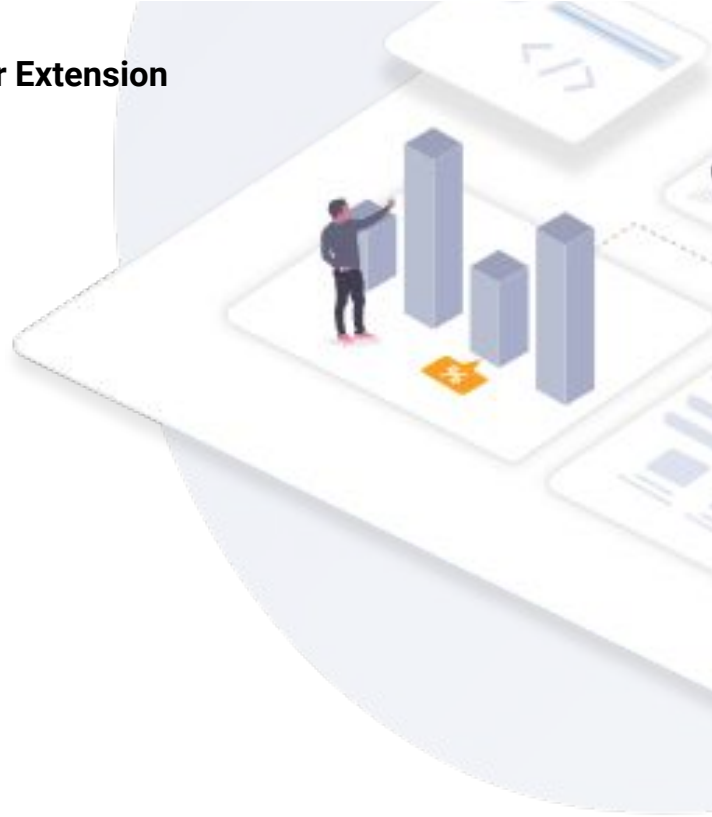
3.3

Company DD Pack



3.4

CRM - Deal Management



Using Due Diligence & CRM



Benchmark the targets with its Competitors



Manage all the ongoing deals that are in Pipeline using CRM

Support

Dedicated Account Manager to help you with Reports & CRM Setup



Email



WhatsApp



Chat



Zoom Call



3.1 Quick Prospecting - Browser Extension



Tracxn's Browser Extension allows you to find relevant data points of an inbound deal in a single click without leaving company's website enabling faster decision making.

Installing Tracxn Browser Extension

- Tracxn browser extension can be installed for Google Chrome & Mozilla Firefox browsers
- Reach out to Support team to help you install and use the extension

Information Available

- Sector
- Country
- Founded Year
- Stage
- Funding
- Founders
- Competitors

Browsers Supported



Reach out to Support team to help you install and use Tracxn's Browser Extension

Sample - Browser Extension

The screenshot displays the Tracxn browser extension interface. On the left, a sidebar shows a search bar and a 'SIGN UP' button. The main content area features a 'Tracxn' dashboard with the headline 'AI + Human-in-the-Loop for Deal Discovery'. Below this, it states: 'Tracking innovative companies across 300+ Technology Sectors, 700+ Emerging Themes, and Dedicated Coverage on 30+ Countries'. A list of target audiences is provided: Private Market Investors (VC, PE, IB, Incubators, Angel Networks, Family Offices), Large Corporates (MSA, Innovation and Digital Transformation Teams), and Government Agencies, Industry Bodies, Universities. A 'Dashboard' button is visible. At the bottom, logos for Andreessen Horowitz, Lightspeed, The World Bank, and Matrix Partners India are shown.

On the right, a detailed company profile for 'Tracxn' is displayed. The profile includes the following information:

- Founded:** 2013
- Location:** Bangalore (India)
- Total Funding:** \$16.9M
- Rank:** 2
- Tracxn Score:** 69/100
- 196 competitors**

The profile also shows a 'Key Metrics' section with a 'VIEW COMPLETE PROFILE' button at the bottom.



3.2 Competition Analysis



Identify competitors of an inbound lead using Tracxn's proprietary Taxonomy that identifies exact competitive landscape for each company across all the markets of operation - both globally and locally. Examples - Competitors of Airbnb, Transferwise

Using the Competition Analysis

- Identify top local and global competitors of the target company. Compare target with competitors against multiple metrics such as execution, growth and size.

Information Available

- List of Competitors
- List of Global Equivalents

Sample - Competition Analysis Report - TransferWise

TransferWise - Competitors Analysis	
# Table of Contents	COMPANY OVERVIEW
1 Top Competitors	TransferWise
1.1 Grouped By Markets	International money transmitter based on currency swaps
1.2 Grouped By Stages	Founded: 2010 Location: London Funding: \$397M Stage: Series E
1.3 Grouped By Investors	Investors: LHV, JPMorgan, NatWest, omglobalinvestors.com, IVP, Sapphire Ventures, Mitsui & Co, World I
1.4 Metrics Benchmarking	
1.5 Co	
2 All Comp	TransferWise - Competitors Analysis Top Competitors - Grouped By Markets
2.1 Gr	REMITTANCE: Internet-First Platforms > P2P Remittance > Banking Channels (88)
2.2 Gr	REMITTANCE: Internet-First Platforms > Diversified (14)
2.3 Re	La Plataforma (2018, Mexico City, Funded) Cross-border money transfer platform
2.4 M	Buckzy (2018, Toronto, \$1M, Seed) Cross border money transfer service provider
2.5 Co	PayUkraine (2018, London, \$1M, Seed) Cross-border money transfer platform
	Wapi Pay (2019, Nairobi, Seed) Payment processing solutions to businesses
	Global66 (2018, Santiago, \$3M, Series A) Cross-border money transfer platform
	EasyChange (2010, Prague, Funded) Online money transfer platform
3 Global E	Emvazo (2018, Jakarta, Funded) Diversified cross-border money transfer solutions
3.1 Gr	Centrumforex (2015, Mumbai, Acquired) Foreign exchange services provider
	MoolahGo (2017, Seed) Online platform for P2P currency exchange and cross-border
	Tempus (1999, Washington, DC, Acquired) Diversified cross-border fund transfer solutions
	SendFriend (2017, New York City, \$2M, Seed) Online remittance to Philippines
	SingX (2014, Singapore, \$7M, Seed) Cross-border money transfer platform
	Crosspay (2015, London, Funded) Remittance service provider
	BeeTech (2016, Sao Paulo City, Funded) Remittance and foreign exchange services
	Monisnap (2017, Paris, \$3M, Seed) Online money transfer platform
	Avenues Payments (2012, Mumbai, \$6M, Series A) Diversified cross border money transfer solutions





3.3 Company DD Pack



Tracxn DD pack will help you evaluate targets in advanced diligence stages and perform competitive benchmarking. Provides snapshot of entrepreneurial, funding and exit activity in the target's sector as well.

Using the Company DD Pack

- Request for the DD Pack to get detailed insights on target company and competitive landscape right after Partner's meeting and prior to issuing the term sheet

Contents of DD Pack

- DD Report
- Company Profiles
- Financials - Target
- CapTable - Target
- Sector Report
- Competition Analysis
- Financials - Competitors
- BM Report

Sample - Company DD Pack



Pollinate

Merchant acquiring solutions for banks

Company Stage
Series A

Oct 2019

2017
Founded

London
Location

\$77.6M
Funding

Markets

- [Payments](#) > Enable

Investment Trend Summary

Summary of Funding Activity in Payments

Entrepreneurial Activity

Funding Trend

Top Geos of Investment

US	\$18.8B
India	\$5.8B
Europe	\$4B

Social Stats

Founding Team

Alastair Lukies
Co-Founder & CEO
*Motive Partners, Chair
CEO Monitise, Epolitix*

Jonathan Hughes
Co-Founder & Pres
*Galafres, ex-Corsair Co-
Company, University of*

Balance Sheet - Extended View

Particulars	GBP (Thousands)
	FY 2018-19
Net Assets	2.48
Fixed assets (1)	0.00
Investments (1)	0.00
Net current assets	2.48
Current assets	3.28
Cash at bank	3.28
Creditors :Amounts falling due within one year	0.80
Other creditors	0.80
Equity	2.48
Shareholders' funds	2.48





3.4 CRM - Deal Management



Tracxn CRM is tailored specifically for deal management for the VC, PE, Corporate Innovation Team, and Corp Dev Teams

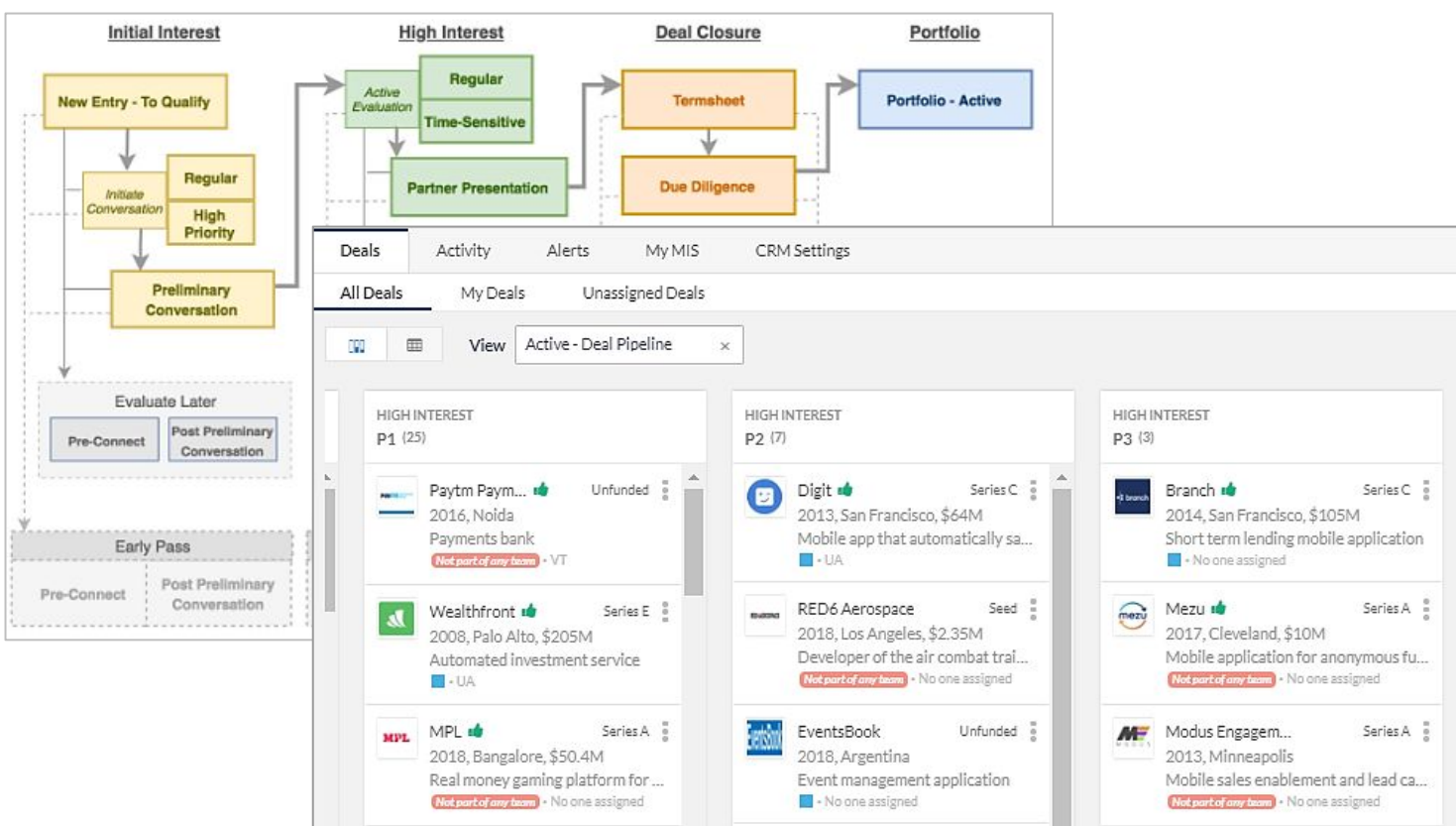
Salient Features

- Single platform to **source & manage deal flow**
- **Pre-configured stages** based on most commonly used workflow with an option to customize / add new stages
- Manage deals by **investment team**
- Manage all the **documents** including company deck in one place for all companies in your pipeline
- Get **regular updates** on latest developments about companies in CRM in your Inbox
- Track all the activities & movements in the CRM using the '**MIS on Activities in CRM**' alert

How to Migrate

- Upload **csv file managed externally** on the platform and start using the CRM instantly
- Add Companies directly from the platform

Sample - CRM - Deal Management





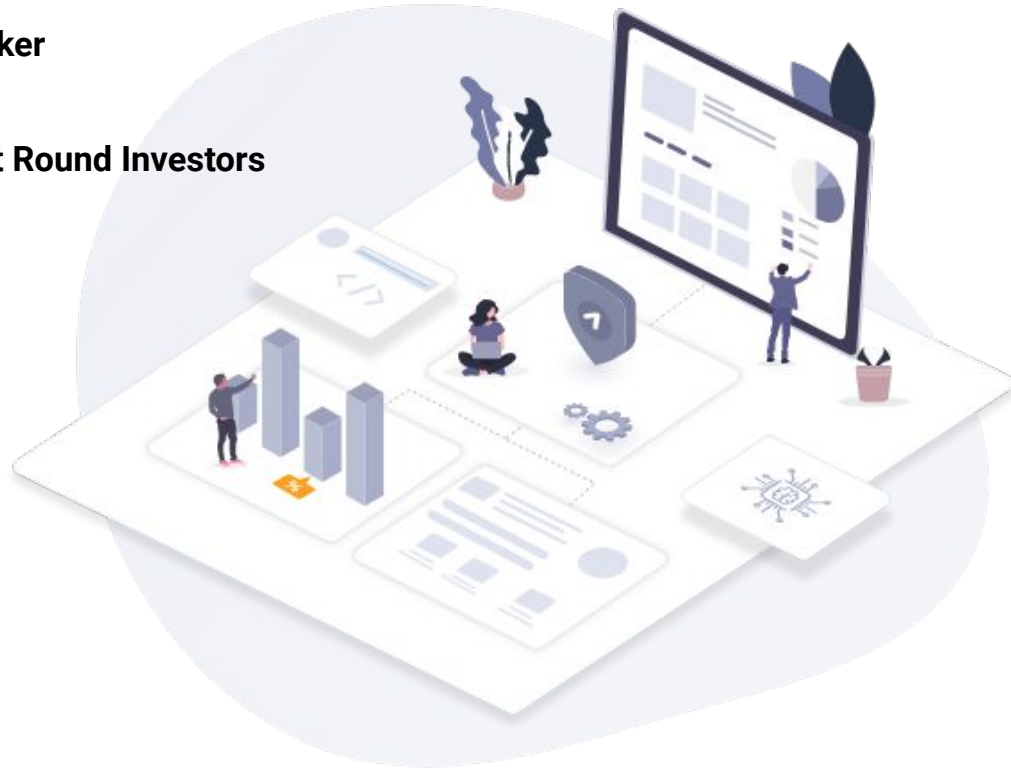
4 - Portfolio Management



4.1 Portfolio Tracker



4.2 Potential Next Round Investors



Using Portfolio Management



Track all Portfolio Company updates



Identify Potential Next Round Investors for Portfolio Companies

Support

Dedicated Account Manager to help you with Reports & CRM Setup



Email



WhatsApp



Chat



Zoom Call



4.1 Portfolio Tracker



Pre-configured dashboard to keep yourself updated on all the news related to your portfolio companies in your inbox for easier portfolio management

Using the Portfolio Tracker

- Review recent filings, activities, social media metrics and more to identify next actionable for any of your portfolio company just by 10 mins of review of alerts from your inbox

Activities Tracked

- Funding Rounds
- Acquisitions
- IPO
- Soonicorns
- Notable Activities
- Recent Additions
- Recent Filings
- Editor Picks
- Latest Financials
- Social Media Metrics

Sample: Portfolio Tracker





4.2 Potential Next Round Investors



Utilize data driven approach to raise next round of funding for your portfolio companies. Investors are broken into various curated lists and each list is sorted by # investments for easy review.

Using the Potential Next Round Investors

- Request for List of Potential Next Round Investors when looking to raise next round of funding for any of the portfolio company. Identify potential investors and contacts. Schedule meeting with these investors.

Curated Lists

- Sector specific Investors in Local Geo
- Local Investors
- Global Investors
- Sector specific Investors

Sample: Potential Next Round Investors








Investors in Sales Force Automation Feed in United States. Additional criteria applied:			
Venture Capital Funds (140)	Rationale	Location	Mark Seen
*Right Side Capital	7 matching investment(s)	United States	▼ ↗
Accel	4 matching investment(s)	United States	▼ ↗
Wing Venture Capital	3 matching investment(s)	United States	▼ ↗
Floodgate Fund	3 matching investment(s)	United States	▼ ↗
Kickstart Seed Fund	2 matching investment(s)	United States	▼ ↗
Sequoia	[Stage of Entry: Seed, Series A] + 2 [Atleast 1 investment in stages above in last 3 Years]		
Social C			
(+) Click t			
Private Equity Funds (13)	Rationale	Location	Mark Seen
Lowercase Capital	2 matching investment(s)	United States	▼ ↗
Steadview Capital	1 matching investment(s)	United Kingdom	▼ ↗
Aquiline Capital Partners	1 matching investment(s)	United States	▼ ↗
Peterson Partners	1 matching investment(s)	United States	▼ ↗
SSM Partners	1 matching investment(s)	United States	▼ ↗
Insight Venture Partners	1 matching investment(s)	United States	▼ ↗
K1 Investment	1 matching investment(s)	United States	▼ ↗





5 - Data Coverage



-  **5.1 Companies**
-  **5.2 Funding Rounds**
-  **5.3 Acquisitions**
-  **5.4 Investors**
-  **5.5 Financial Statements**
-  **5.6 CapTables**
-  **5.7 Employee Count**
-  **5.8 Soonicorn Club**
-  **5.9 Business News**
-  **5.10 Taxonomy**
-  **5.11 Marketmaps**



Support

Dedicated Account Manager to guide you with the Data-Points



Email



WhatsApp



Chat



Zoom Call



5.1 Companies



Coverage & Geographies Covered

- 1M+ Innovative Companies. 800+ new companies are added daily
- On-Demand curation of companies
- Global


Company Type

- Private Funded, Private Unfunded, Public, Acquired, Deadpooled

Information Type

- Sector, Country, Founded Year, Founders, Stage, Funding, Competitors, Editor's Pick, Soonicorn Flag

Sample: Company Report



Ola

App-based asset-light cab operator

Business Description

Ola is an app-based platform which lets users book a cab nearby. The company does not maintain its own fleet, rather onboards independent drivers, and cab agencies with Ola's branding. Offers city taxi, city autorickshaw, carpooling, outstation, and hour-based rental services. Also, has an app for drivers that acts as an in-car navigation and communication device. Ties up with businesses, housing societies for its ride-sharing service. Ola's offerings extend to 'Ola Corporate' for enterprise customers, 'Ola Lux' which enables users to book luxury cabs, 'Ola Rentals' which allows customers to book hourly rental cars, 'Ola Share' which is the company's ridesharing offering, 'Ola Money' which offers wallet payment services to users and 'Ola Play' which is the company's connected car platform offering in-cab infotainment and driver assistance. Launched hourly car rental service, TaxiForSure for \$200M in a...

Covered in Sectors


Practice Area: Consumer | Auto Tech

Feeds: Road Transport Tech | Marketplaces

Business Model:
Road Transport Tech > Ride Hailing > Cars > Taxi > Intracity > Aggregator
Marketplaces > Road Transport Tech > Ride Hailing > Cars > Taxi > Intracity > Aggregator

Key Information

Website	olacabs.com
Founded Year	2011
Total Funding	\$3.3B
Location	Bangalore
Editor's Rating	5/5
Employee Count	2352 (as on Sep 19)
Revenue	\$386.4M (as on Dec 18)



Funding Details

Date	Amount	Round	Investor
2019 Sep 23	\$5.0M	Series J	-
2019 Jul 03	\$47.2M	Series J	-
2019 Mar 19	\$300M	Series J	Hyundai, Kia

Investments

Date	Round	Company
Nov 2019	\$4.5M - Series C	Vogo (2016, India, \$153.5M)
May 2019	\$9M - Series A	Avail Finance (2017, India, \$26.3M)
Jan 2019	\$17.1M - Series B	Vogo (2016, India, \$153.5M)

Acquisitions

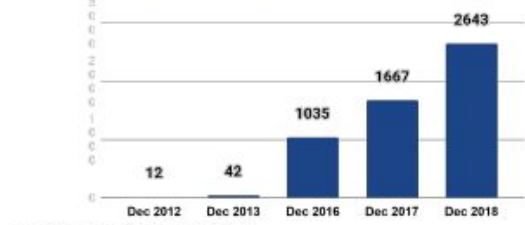
Date	Company
Aug 2019	Pikup (2018, India)
Apr 2018	Ridlr (2010, India)
Dec 2017	Foodpanda India (2012, India)

News

Ola to launch operations in London on February 10 - thenewsminute.com, 'Jan 2020


Hyundai and Kia invest Rs 2,244 Cr in Ola and Ola Electric - entrackr.com, 'Dec 2019

Revenue Trend (INR Crores)



*Revenue pertains to Indian entity

Employee count trend







5.2 Funding Rounds



Coverage & Geographies Covered

- 200k+ Funding Rounds. New funding rounds are added daily
- Global

Round Type

- Equity, Debt, Grant, Pre-IPO, Post-IPO

Also Covered

- Lead Investors, Facilitators

Sample: Funding Rounds

Round Name	Funding Amount	Company Name	Institutional Investors	Total Funding
Series B	\$55.9M	MWM	Blisce	\$67M
Series B	\$41M	FiveAI	Sistema	\$77M
Series B	\$18.8M	Le Wagon	Cathay Capital	\$18.8M
Series B	\$14.3M	KnowLeGene	jkjccapital.com	\$31.5M
Series B	\$10.5M	Tricog	University of Tokyo Edge Capital	\$17.5M
Series A	\$7.5M	WhereIsMyTransport	Google	\$13.3M
Series A	\$6.7M	OpsCompass	Elsewhere Partners	\$7.9M
Series A	\$5.0M	Nulab	Shinsei Corporate Investment	\$5.0M
Series A	\$5.0M	Chqbook	Aavishkaar Inc	\$5.4M
Seed	\$2.2M	ELamp	My SeedCap	\$2.2M
Series B	\$1.4M	EventBank	GSR Ventures	\$6.1M





5.3 Acquisitions



Coverage & Geographies Covered

- 60k+ Acquisitions globally. New acquisitions are added daily
- Global

Round Type

- Business Acquisition, Acqui-hire

Also Covered

- Facilitators

Sample: Acquisitions

Acquisition Date	Acquired Company Name	Acquirer(s)	Acquisition Price	Location
Mar 03, 2020	PartnerRe	Covea	\$9.0B	Zurich
Mar 02, 2020	Forty Seven	Gilead	\$4.9B	Palo Alto
Mar 04, 2020	Grupo ZAP	olx.com.br	\$646M	Sao Paulo
Mar 04, 2020	GAIN Capital	INTL FCStone	\$236M	Bedminster
Mar 04, 2020	UberEATS	Zomato	\$206M	Denver
Mar 02, 2020	EOS Imaging	A TEC Spine	\$121M	Paris
Mar 02, 2020	AHG Refrigerated Logistics	Anchorage Capital Partners	\$65M	Homebush
Mar 02, 2020	HLTV.org	Better Collective	\$38M	Aarhus
Mar 02, 2020	ProShip	Fog Software Group	\$15M	Milwaukee
Feb 29, 2020	Mediasmart	Affle	\$5.6M	Madrid





5.4 Investors



Coverage & Geographies Covered

- 20K+ Investors (12K+ VCs, 7K+ PEs)
- Global

Investor Types Covered

- VCs, PEs, Accelerators & Incubators, Angel Networks, IBs, Single Family Offices, LPs, Debt Funds, Secondary Funds etc.

Information Type

- Portfolio Companies, Funding Rounds, Team Contact Information

Sample: Investors Fund Portfolio

Venture Capital Funds (2634)			
Investor Name	Investor HQ	# Cos.	Top Geos of Investment
Sequoia Capital	United States	57	China, United States
Accel	United States	30	India, United States
ZhenFund	China	27	China, United States
Fontinalis Partners	United States	26	United Kingdom, United States
BMW i Ventures	United States	26	United Kingdom, United States
Qualcomm Ventures	United States	25	India, United States
Trucks Venture Capital	United States	25	Israel, United States
Alumni Ventures Group	United States	23	Algeria, United States
Kima Ventures	France	23	France, United States
SV Angel	United States	23	Mexico, United States
FJ Labs	United States	22	India, United States
Andreessen Horowitz	United States	22	United States



5.5 Financial Statements



Live Geographies [12]

Europe			Nordics	SE Asia	South Asia	Australia & NZ
UK	Germany	Belgium	Denmark	Thailand	India	New Zealand
Czech Republic	Ireland	Poland	Norway	Malaysia		

Coming Soon

Europe			Nordics	SE Asia	South Asia	Australia & NZ
Russia	Bulgaria	Greece	Sweden	Singapore	South Korea	Australia

Coverage

- Instant Annual Financials for 7,500 Companies on platform
- Available On-Demand for 300K+ companies

Sample: Financial Statements

Balance Sheet - Extended View			
Particulars	GBP (Million)		
	FY 2018-19	FY 2017-18	
Net Assets	1,108.80	378.40	
Non-current assets	34.90	24.60	
Property, plant and equipment	4.50	3.50	
Intangible assets			
Long term investments			
Loans			
Current assets			
Defered tax assets			
Current assets			

Cash Flow Statement - Extended View			
Particulars	GBP (Million)		
	FY 2018-19	FY 2017-18	
Cash flow from operating activities			
Operating profit	12.00	9.50	
Adjustments for non-cash income and expenses			
Depreciation and amortisation	6.30	3.90	
Loss on disposal of non-current assets			
Net gain on disposal of investments			
Net impact of foreign exchange			
Share option expense			
Changes in operating assets and liabilities			

Income Statement - Summary View			
Particulars	GBP (Million)		
	FY 2018-19	FY 2017-18	
Revenue	179.10	117.30	
Cost of Sales	(69.70)	(39.80)	
Gross Profit/(Loss)	109.40	77.50	
Administrative and Other expenses*	(99.30)	(69.70)	
Profit/(Loss) before tax	10.10	7.80	
Taxation	0.20	(1.60)	
Profit/(Loss) for the year	10.30	6.20	





5.6 CapTables



Live Geographies [8]

Europe		Nordics	SE Asia	South Asia	Australia & NZ
UK	Germany	Denmark	Malaysia	India	New Zealand
Ireland	Czech Republic				

Coming Soon

Europe	SE Asia	Australia & NZ
Israel	Singapore	Australia

Information Type

- All rounds including Equity Rounds, Debt Rounds, Secondary Transactions, and ESOPs

Coverage

- Instant updated CapTable for about 4,000 Companies on platform
- Available On-Demand for about 250K companies

Sample: CapTable

Round Details:			
Name	Type	Number of Shares	Investment in Round
IA Ventures	Fund	2,731	725.1K
Index Ventures	Fund	527	139.9K
Local Globe	Fund	527	139.9K
Max Levchin	Angel		
Kima Ventures	Fund		
Rythm Ventures	Enterprise		
Meck Investments	Fund		
America Grau	Angel		
Aptekar Denise	Angel		
David YU	Angel		
OU Seikatsu	Enterprise		
Seedcamp	Fund		
Total			

Captable as on : 31-Mar-2019			
Name	Holding %	Number of Shares	Net Worth
Founder	20.4%	7,154,715	302.9M
Kristo Kaarmann	20.4%	7,154,715	302.9M
Taavet Hinrikus	0.0%	0	
Angel	2.5%	876,868	37.1M
Max Levchin	1.0%	367,000	15.5M
Shamir Karkal*	0.3%	106,844	4.5M
Aptekar Denise	0.3%	100,927	4.3M
Toby Coppel	0.2%	84,547	3.6M
Ott Kaukver	0.2%	56,000	2.4M
Phillip Mcgriskin	0.1%	51,153	2.2M
Philana YU*	0.1%	41,023	1.7M
Sitikad AB*	0.1%	20,500	868.0K
Christian Woolfenden*	0.04%	13,322	564.1K
ThomasGlocer	0.02%	8,552	362.1K
Vikram Pandit	0.02%	8,552	362.1K
Mei Friedman*	0.02%	5,904	250.0K
Matyas Buczko*	0.01%	5,062	214.3K





5.7 Employee Count



Live Geographies [8]

North America	Europe			Nordics	SE Asia	South Asia
United States	UK	Germany	Belgium	Denmark	Malaysia	India
	Ireland	Czech Republic		Norway		

Coming Soon

Europe	Nordics	South Asia
Bulgaria Greece	Sweden	South Korea

Coverage

- Instant Employee Counts available for 8000+ Companies on platform
- Available On-Demand for ~275K companies

Sample: Employee Count for List of Companies

Company Name	Q1 '18	Q2 '18	Q3 '18	Q4 '18	Latest Employee Count	Latest 12 month growth (absolute)
Autonomic	23	45	66	88	88	86
Workex	15	11	10	20	411	391
Zolo	117	145	123	138	1,834	1,696
Ike	7	13	19	25	25	23
Fitso	13	105	124	113	157	144
GoMechanic	19	19	26	38	284	258
Ninjacart	422	563	599	806	5,693	5,094
Invixium	1	1	2	4	19	17
MyGate	41	50	74	130	616	542
ForeUP Golf	14	23	32	41	41	36
ConnectPlus	1	1	1	4	8	7
Agrevolution	16	14	14	16	112	98
TAE Life Sciences	5	9	12	16	16	14
MyCareLine	4	4	5	5	39	34





5.8 Soonicorn Club



Soonicorn Club includes startups that have made big and are potential candidates to succeed, as identified by Tracxn's analyst team

Coverage & Geographies Covered

- 11k+ Global Companies. New Companies are updated on a daily basis

Soonicorn Type

- Decacorn Companies valued > \$10B. 20+ Companies are marked as Decacorn
- Unicorn Companies valued > \$1B, but not Decacorns. 500+ Companies are marked as Unicorn
- Soonicorn Interesting companies likely to be Unicorn in short to medium term. 3k+ Companies marked.
- Minicorn Interesting companies likely to be Unicorn in medium to long term. 9k+ Companies marked.

Sample: Soonicorn Club

Minicorns (9569)

Logmore

Catch TABLE

Cast

Bridgecr

Soonicorns (3567)

Rever

Box8

GumGum

Click Diagno...

Headspin

SFOX

Mome

eShakti

Zero M

Coda

Unicorns (539)

Arrival

HighRadius

Gucci

Apeel Scien...

Sumo Logic

Calm

Auth0

Deposit Sol...

Medici Living

Navitas Mid...

4Paradigm

JFrog

Tuandaiwang

Double Eagl...

Katera

Gogoro





5.9 Business News



Coverage & Geographies Covered

- ~ 2M News items. News added daily
- Global

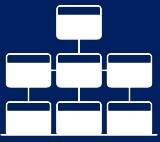
News Type

- Transactions [300k+]
- Regulatory Approvals [12k+]
- Sector Commentary [80k+]
- Company Updates [900k+]
- Legal [45k+]
- Earnings [120k+]
- People Movement [180k+]
- Partnerships [130k+]
- Recognition [55k+]

Sample: List of News

SNo.	Headline	News Type	Source
1	Datalogic relaunches Gryphon GD4500 with ergonomic upgrade and performance boost	Company Announcement	insideretail.asia
2	ClearTax buys GST filing unit of Karvy	M&A	indiatimes.com
3	Logistics startup Moovaz bags Series A funding from SCAngels, SGIInnovate	Funding	businesstimes.com.sg
4	Logistics startup Moovaz bags Series A funding from SCAngels, SGIInnovate	Key People Movement	indiatimes.com
5	Logistics startup Moovaz bags Series A funding from SCAngels, SGIInnovate	New Product Announcement	thehindubusinessline.com
6	Logistics startup Moovaz bags Series A funding from SCAngels, SGIInnovate	Key People Movement	indiatimes.com
7	Logistics startup Moovaz bags Series A funding from SCAngels, SGIInnovate	New Product Announcement	financialexpress.com
8	Logistics startup Moovaz bags Series A funding from SCAngels, SGIInnovate	Business Partnership	phoneworld.com.pk





5.10 Taxonomy



Tracxn has defined 'Taxonomy' of each sector to help you understand the sector landscape and various business models within the sector easily. For each sector, we identify all the business models of the companies in that sector and how these business models interact with each other to come up with the detailed Taxonomy.

Coverage

- Most extensive classification for the 500k+ companies across 11k+ nodes that runs into various levels and sublevels right up to a company's primary business model
- On-Demand curation of sectors of interest or sectors that are part of your investment mandate

Refresh Cycle

- All nodes are refreshed monthly and changes are made based on new business models, innovations discovered and various market trends analysed during the month

Use-case

- Build in-depth understanding of the various business models within a sector
- Identify competitors and exact similars of the target company or any inbound lead

Sample: Blockchain Taxonomy

Take a quick look at the key data points

Taxonomy (105) Expand all [+]	Description	#Cos. Tracked	#Funded Cos.	\$Invested in last 24 Months (Δ change)
> Infrastructure	Companies which offe	903	44	\$ 150M (\downarrow -31%)
> Finance	Companies providing	6320	699	\$ 2B (\downarrow -16%)
> Social Platforms & Communication	Decentralized social i	243	46	\$ 26.9M (\downarrow -80%)
> Media & Entertainment	Companies providing	282	65	\$ 33.3M (\downarrow -88%)
> Value Exchange	Companies offering d	212	62	\$ 153M (\downarrow -59%)
> Multi-Industry Applications	Companies providing	430	120	\$ 157M (\downarrow -66%)

Top level view of a sector's taxonomy



5.11 Marketmaps



Marketmap showcases how various business models in a particular sector interact with each other on the basis of value chain or how the industry has evolved over the years.

Use-case

- Marketmap helps you get started with any new sector of interest and build an understanding almost instantly.

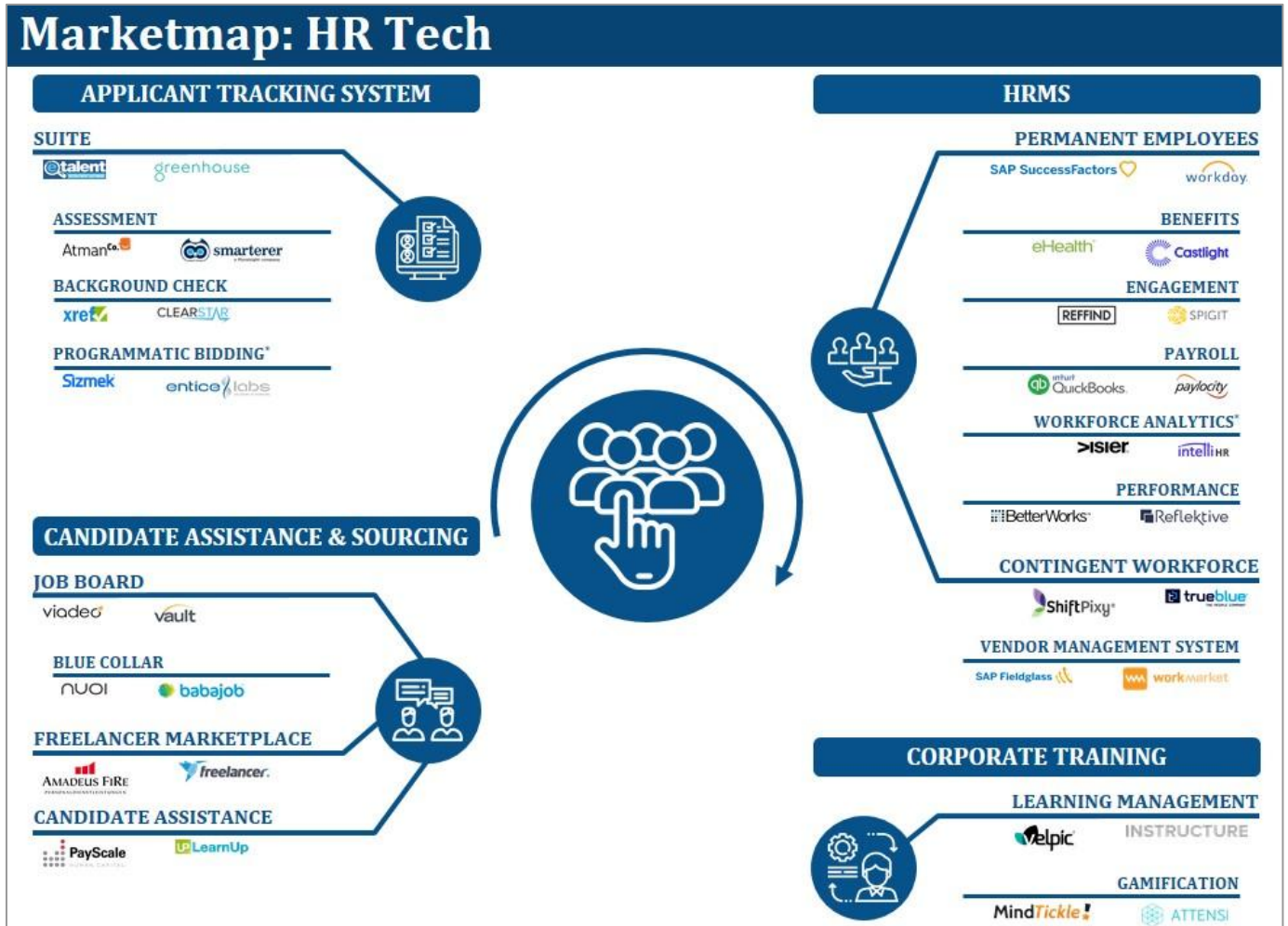
Coverage

- 300+ Sectors. New Sectors being launched on periodic basis

Refresh Cycle

- Quarterly. These can be updated as and when required on an on-demand basis.

Sample: Marketmap





Enterprise-Grade Support



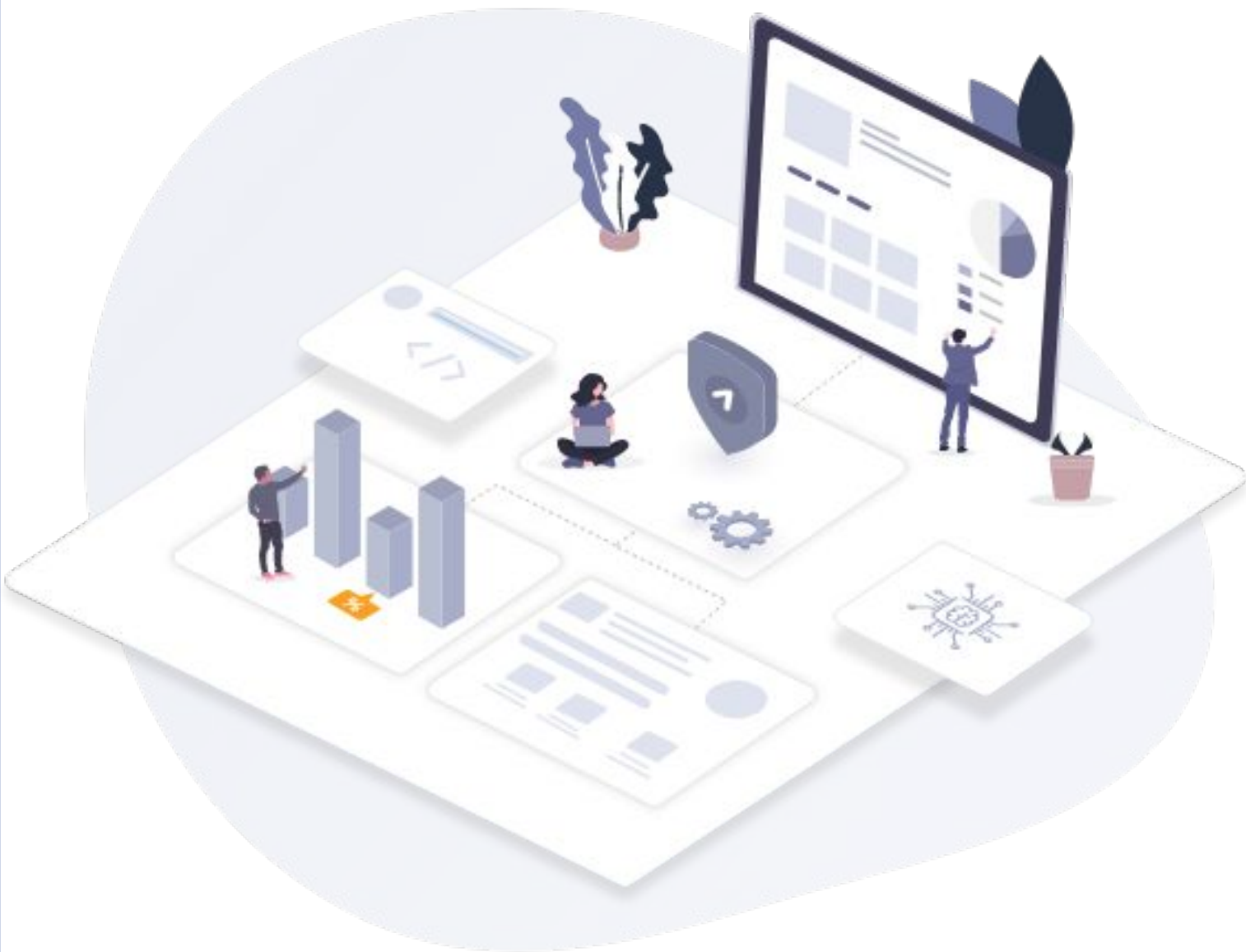
6.1 Analyst on Chat



6.2 WhatsApp Support



6.3 Support on Email





6.1 Analyst on Chat



Get queries resolved instantly via 'Analyst on Chat' on Tracxn platform

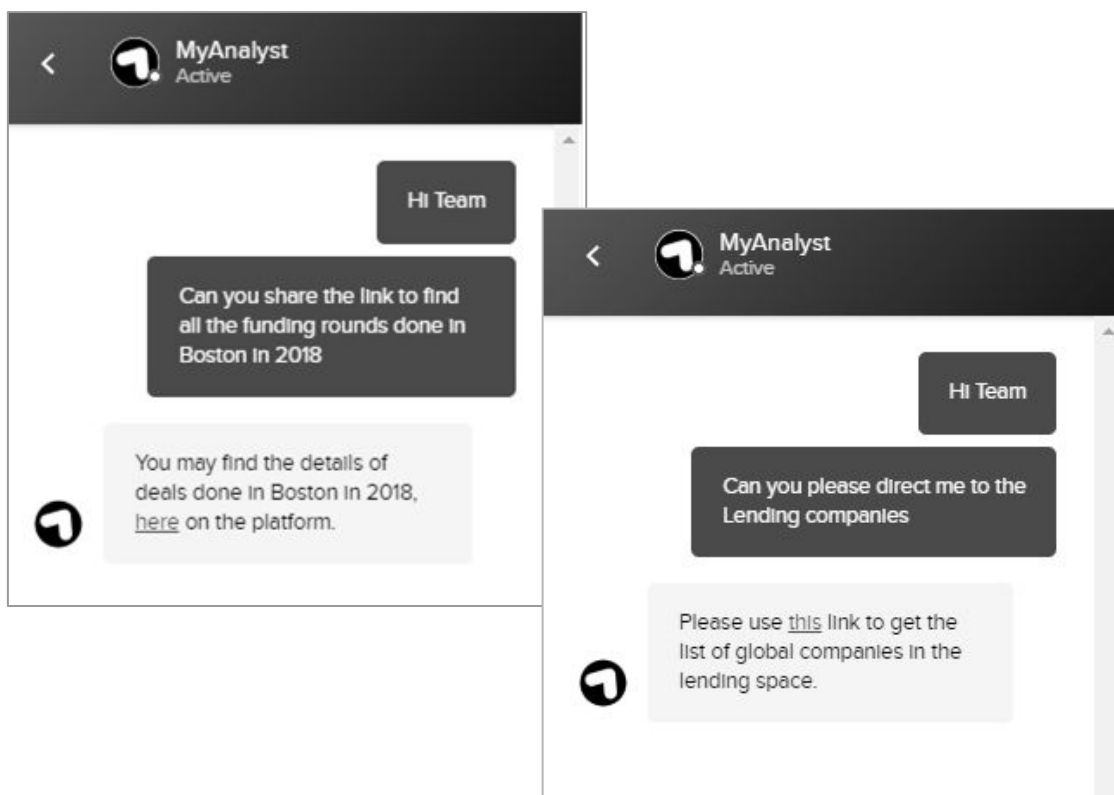
Resolution Time

- 15 mins. If data is not readily available, we curate the information on priority

Sample Queries

- Can you please help me with the report on AI in Robotics
- Can you please direct me to the Lending companies
- Can you provide different business models in Insurance space
- Can you share all the funding rounds done in Boston in 2018
- Can you share a report on Edge Computing and any related Marketmap

Sample: Analyst on Chat





6.2 WhatsApp Support



Get resolution of all your queries on the go via Whatsapp Support

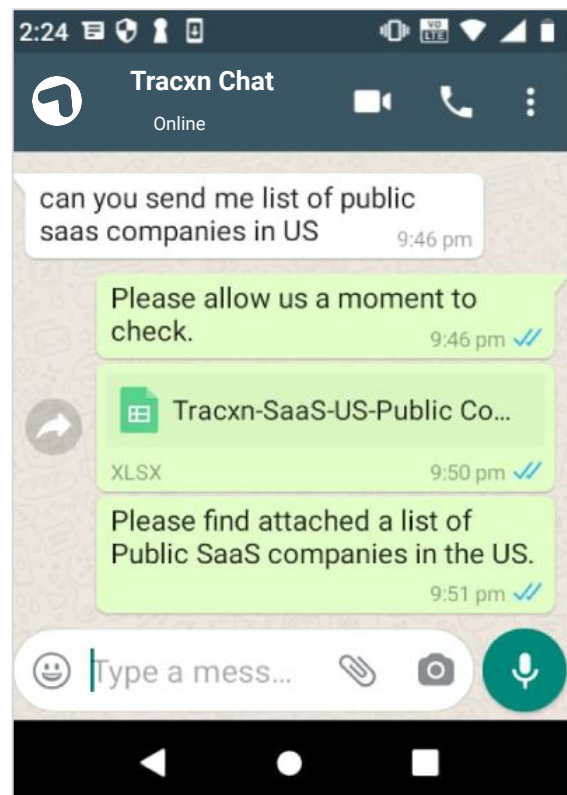
Resolution Time

- 15 mins. If data is not readily available, we curate the information on priority

Sample Queries

- Can you share the founder's contact details of Square
- Can you share revenue and founder contacts for Unilodgers
- Can you provide the latest financial statements of Transferwise
- Share a report on B2B medical supply chain startups in India
- I am looking for a list of Indian cross border eCommerce startups

Sample: WhatsApp Support





6.3 Support on Email



Get answers to all your queries by our Analyst Team over an email

Resolution Time

- Average TAT of 1 day. If data is not readily available, we curate the information on priority

Sample Queries

- I am meeting A16Z next week. Can you send its portfolio
- Can you help with potential Series B Investors for Spruce
- Can I get investment trends for Smart Grid in UK for last 5 years
- Send me analysis on startup landscape in SEA
- I need details of all exits made by Accel in last 10 years

Sample: WhatsApp Support

Post Your Custom Query

MyAnalyst is a service which enable service. You can explore them here.

Sample Query	
To	MyAnalyst
Query	Request you to share latest report on Drones
Additional Details	Request you to share latest report on Drones market covering market overview, upcoming sub-sectors, funding trends and interesting companies

To	MyAnalyst (myanalyst@tracxn.com)	Add Cc
Query*		
Additional Details*		
Upload Files	<div style="background-color: #333; color: white; padding: 5px 10px; display: inline-block; border-radius: 3px;">CHOOSE FILES </div>	
	<div style="background-color: #333; color: white; padding: 5px 10px; display: inline-block; border-radius: 3px;">SEND</div>	

Total queries served: 10K
Avg. queries served/day: 100
Avg. turnaround time: 36 hours



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