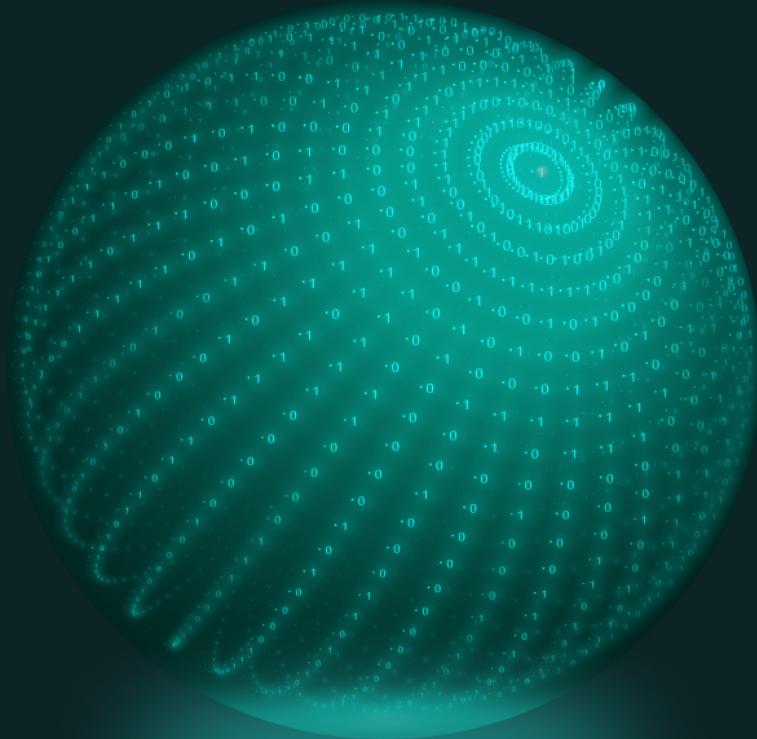


## [2] TwoTensor

Venture Deal Signals



One Pager  
**DEAL SIGNALS**

MONTHS  
BEFORE  
PITCHBOOK

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## History is repeating itself

Two decades ago, quants transformed public markets by harnessing big data and statistics. Today, private markets present a parallel chance for substantial value creation, moving beyond traditional methods.

## Our Specialists

Forgoing roles at companies like Palantir, Barclays, and Pfizer, TwoTensor's founders are now focusing their skills on the new field of Venture Deal Signals.

### Pitfalls of Database Deal Sourcing

The current frontier in deal sourcing is database searches. This is where firms upsell LinkedIn Sales Navigator and CrunchBase to unsuspecting clients.

### The Proximity Advantage in Investment Deal Flow

Proximity matters in deal-making. Investors closer to their markets enjoy significantly more deal flow, up to 144% as highlighted by Hochberg and colleagues in the [Journal of Finance](#).

### Direct Channels are The Mainstay of Private Market Deals

Private market deals often arise from direct channels such as introductions or events, accounting for 58% of deals according to Paul Gompers' research in the [Journal of Financial Economics](#).

# Our Purpose



Raw Database



Filtered Database



Active Deals

## How a British quant team signal 300+ deals in one year

We signal active deals by mining investor behaviour on a global scale both online and offline.

### Key Considerations

**Not a LinkedIn Wrapper:** No vast startup/professional profile database.

**Not Bloomberg:** Not trying to do it all. Specific deal signals no market trends or analysis.

# Our Method

### IP Tracking

We analyze web traffic and cookies to identify companies, providing timely and informed investment insights.

### Social Media Analysis

Our strategy includes meticulous scrutiny of social media. By monitoring follows and connections, we uncover emerging events, allowing TwoTensor to offer strategic insights into potential deals.

### Event Intelligence

TwoTensor employs event intelligence by analysing event participation and correlating attendee profiles with event themes and each other. This approach helps us anticipate new relationships that lead to deal making events.

### Mailing List Monitoring

We extend our AI capabilities to monitor mailing list engagements. Tracking click patterns and interests, TwoTensor uniquely assesses company engagement, enhancing our deal timing analysis.

### Data Partners

Our success at TwoTensor is deeply rooted in our partnerships with numerous first-party data providers. These vital collaborations supply us with essential, real-time data.

### Ethical Data Practices

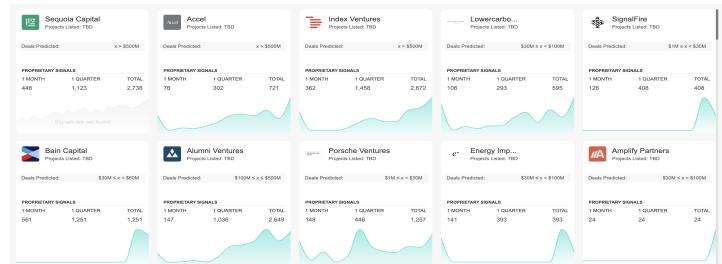
TwoTensor is committed to ethical data use. We prioritize cost-efficiency, minimize risk, and adhere strictly to legal, accuracy, and privacy standards in our AI-driven deal signalling processes.

## Activity Signatures

Track market exposure and timing for each deal. Our Signal Signatures help you identify who has seen the deal and when, providing crucial market intelligence for strategic decisions.

### Fund Signatures

Tip: If a deal is over exposed Tier 1 funds won't invest, enabling immediate validation of a deal's likelihood of success.



## Deal Sources Dashboard

Consolidate deals from selected sources tailored to your strategy, such as receiving AI deals from Index, mobility deals from Maniv and infrastructure deals from Accel.

Project Name	Website	Description
here not there labs	<a href="https://hereorthat.re/">https://hereorthat.re/</a>	A team of weird creators dropping projects as they see fit.
ACCURE Battery Intelligence	<a href="https://www.accure.net/">https://www.accure.net/</a>	Accure is a battery analytics company that provides real-time battery health monitoring.
Affect Therapeutics	<a href="https://www.affecttherapeutics.com">https://www.affecttherapeutics.com</a>	Affect Therapeutics is a nation-wide substance abuse treatment center.
Agave API	<a href="https://www.agaveapi.com">https://www.agaveapi.com</a>	Agave is revolutionizing the construction software industry.
A21 labs	<a href="https://www.a21.com">https://www.a21.com</a>	A21 is revolutionizing the way humans interact with technology.
Aleph Alpha	<a href="https://alephalpha.ai">https://alephalpha.ai</a>	Aleph Alpha is an AI research and application development company.
Alix	<a href="https://alix.ai">https://alix.ai</a>	Alix is a company that handles estate settlement services.
Alysis	<a href="https://alysis.ai">https://alysis.ai</a>	Alysis improves individual through AI by providing personalized financial advice.
Amify	<a href="https://amify.ai/">https://amify.ai/</a>	Amify is a full-service strategy, management, and consulting firm.
Amoov	<a href="https://www.amoov.co">https://www.amoov.co</a>	Amoov is a company that aims to revolutionize the way we live.

## List Exports

Leverage our Excel Export option for detailed, actionable data in a convenient CSV format. Ideal for those requiring data accessibility without full enterprise access.

# OUR EXPERTS



## Daniel Malikzade-Afshar

*CEO & Managing Partner*

Daniel is a partner at TwoTensor, working closely with leading institutions, corporates and LPs. He formerly served at Deutsche Bank and holds a Bachelor of Science degree in Physics from The University of St Andrews.



## Anton Matsekevich

*Data Acquisition Engineer*

Anton holds dual degrees from the University of Glasgow, and Universidad Carlos III de Madrid blending legal and software expertise. He excels in acquiring and visualizing novel data sets with rigorous methods. His work on privacy portals for Pfizer and Bayer has sharpened his proficiency in data privacy within sensitive corporate settings.



## Caspar Schwahn

*Research Engineer*

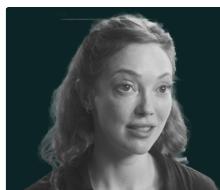
Caspar, a competitive sailor, holds an MSc in Theoretical Physics from the University of St Andrews and an MPhil in Data-Intensive Science from the University of Cambridge. His research encompasses Neural Networks for Photonic Crystal Waveguides [1] and Generative Adversarial Networks [2].



## Stanislav Karchenkov

*Head of Growth*

Stanislav specialized in operational data science at New York University's graduating top of his class. He has since applied his expertise to early COVID-19 detection [3], utilizing Deep Learning and Convolutional Neural Networks.



## Maria Eugenia

*Science Communication Consultant*

Maria Eugenia spearheads our initiatives to effectively communicate our research and scientific endeavors to a broader audience. Her expertise plays a crucial role in making complex scientific concepts accessible and engaging to diverse audiences.



## Mark Rebotunov

*Infrastructure Engineer*

An expert in Software Engineering from the University of Glasgow, Mark moved from Barclays to infrastructure roles at TwoTensor. A passionate skier and wild camper, he skillfully combines his love for adventure and technical innovation in his work.



## Samuel Baker

*Head of Venture Strategy*

Sam, the Managing Partner at Mobility Fund and a pivotal figure in Wunder Mobility's expansion across over 100 cities, guides our venture capital strategic partnerships.

# Intent Data

## With TwoTensor One Pager

For more information view [TwoTensor's Website](#)

### Definition

Information that indicates prospects' level of interest in a particular product or service online.

#### First-party intent data

is gathered directly from your channels like website and email interactions, tracking users across your platforms.

#### Second-party intent data

Behavioural information from direct user interactions with software, aggregated and anonymized for privacy before sale.

#### Third-party intent data

is gathered indirectly through advertising networks, data sharing, and search history across numerous websites, categorized and anonymized, offering wide market coverage but possibly needing extra processing.

### Usage

Over 85% of companies using intent data have achieved business benefits.

Over 70% of companies using intent data are now leveraging multiple providers.

4 30% of companies investing in intent data plan to increase their spend.

10% of companies have plans to reduce their investment in intent data.

50% companies in our survey are leveraging their intent investment for pipeline acceleration

ABM's (Account Based Marketing) rise targets high-value accounts, using intent data for tailored strategies.

Inbound marketing grows by attracting customers with problem-solving content, guided by intent data.

### Performance

Average conversion rate at the top of the marketing funnel is 6% 

8 Organizations using intent data are two times more likely to have a 10% conversion rate 

### Types of Signals

- Behavioral Signals
- Buyer readiness signals
- Buyer psychographic signals

### Implementations

Subheadings can come in here

**Research target audience** keywords for online content, Use Google AdWords for ads targeting these keywords, Employ Google Trends to track keyword search volume trends, Monitor SEO to ensure website visibility in search results.

**Monitor target audience** on social media for engagement opportunities, Segment email subscribers using engagement data for targeted content, Run targeted ads on social media for users who interacted with past content.

**Gather technographic data** via surveys and website scraping, Target marketing and sales to companies using similar software, Develop industry or size-specific content based on this data.

**Using intent data**, you identify multiple MQLs from a company, each from different team members. This prevents mistakenly discarding leads as duplicates, allowing your sales team to better understand the company's collective interest and decision-makers.

**Personalized Campaigns:** Use intent data for targeted marketing addressing customer pain points.

**Content Strategy:** Create content based on intent data insights.

**Sales Prospecting:** Provide sales teams with intent data for impactful client interactions.

**Product Development:** Align products with audience demands revealed by intent data.

**Strategy Development:** Formulate strategies matching target audience intentions from intent data.

**Content Creation:** Use intent data to produce need-specific content.

**Sales Integration:** Arm sales team with intent insights for personalized approaches.

**Personalize website content** using tools like Google Optimize or Adobe Target, dynamically adjusting images, text, and navigation based on company interests.

### User Mistakes

Differentiate between specific and vague intent data sources.

Verify personal privacy compliance, not just vendor's.

Recognize the importance of first-party intent data.

Be aware of the short lifespan of intent data.

Match signal types to appropriate buying cycle stages.

Integrate intent data in the qualification process.

Enhance intent data with additional insights for clarity.

Maximize the use of acquired intent data.

Source varied intent data for better predictions.

Use intent data to stay competitive in B2B markets.

### Facts

Form-fill conversion represents only  
2% - 5% of all website visits

### First Party Intent Data

### 2nd Party Intent Data Use Cases

### Intent Data Use cases

Behavioural data, actions, and interests shared across digital environments such as your business' website or app

Data collected in your CRM

Data from subscription campaigns

10 Information collected from social media efforts

Offline surveys, forms, and questionnaires

Partnerships: Websites and businesses can opt into co-ops to distribute their intent data to a wider audience.

Identify active buyers using second-party data from external sites.

Create personalized content based on buyer preferences.

8 Assign lead scores for efficient follow-ups using digital behavior analysis.

Tailor sales outreach to prospects' interests to speed up sales cycles.

Use customer review data for competitive analysis and strategic messaging.

How many companies are in the market for what we offer?

Where to focus your marketing spend?

Where should sales and sales development teams invest their time?

Where is the buying cycle a lead is?

What's the size of the buying team?

Where is the buyer getting their information from?

What's the Financial condition of the buyer?

How's the buyers tech stack?

### Procedures

**Known First-Party:** Visitors provide information via forms on your website.

**Known Third-Party:** Information from forms on third-party sites, shared by data companies.

11 **Anonymous First-Party:** Visitors' IPs tracked to companies on your site, visible in Google Analytics.

**Anonymous Third-Party:** Visitors' IPs on third-party sites tracked to companies, shared by data companies.

### Service Models

Traditional data providers offer third-party data, priced by volume.

ABM platforms include third-party data in their analytics and activation tools.

5 Campaign firms blend third- and second-party data into marketing services, with various pricing models.

Walled gardens gather industry-specific second-party data from their platforms, with pricing akin to traditional providers.

### Type

**Search intent data** tracks keywords in search engines to tailor content to audience searches, like creating SEO guides for common queries.

**Engagement data** tracks user interactions (read, share, comment) with content on social media, email, and blogs, helping identify potential buyers.

7 **Demographic data** details company characteristics, aiding targeted ABM efforts towards likely converters like small healthcare businesses.

**Technographic data** reveals a company's tech infrastructure, like software and hardware, aiding in understanding their needs, useful for tailoring offerings like CRM software to potential customers.

### 9 Readiness

Subheadings can come in here

Is the company profitable?

Is the company hiring or firing employees?

Has the company recently had a funding round?

Is the company growing or losing market share?

The technologies used by a company?

Whether the companies tech stack is compatible with yours?

New regulations or changes in law?

Government injected spending?

### Challenges

Lack of reporting capabilities to track the impact of intent data investments.

4 Difficulty in identifying appropriate decision-makers.

**Quality:** Select providers with accurate, current, high-quality data.

**Quantity:** Ensure ample data for effective audience segmentation.

**Relevance:** Choose industry-specific data for better target audience reach.

**Ease of Use:** Opt for user-friendly platforms with good support.

### Sources of Intent Data

**Ads/Bidstreams:** Target ads using user-searched keywords.

**Search Engines:** Optimize website for software search keywords.

**Marketing Content:** Segment buyers, tailor content for engagement and conversion.

**Web Traffic:** Ensure content relevance to software buyers.

**Internet Scraping:** Use bots to identify high-intent prospects.

7 Capterra  
Blogs  
Social Networks

9 Product review sites  
G2, TrustRadius  
Anonymous web traffic

12 Event attendance and interaction  
WiFi hotspots

# Special Mentions

## Our Data Partners

We extend our deepest gratitude to our data partners. Your collaboration and sharing of valuable insights have been fundamental to our achievements. The richness and accuracy of the data provided have been pivotal in refining our models and systems.

## The Wider Venture Community

We thank the venture capital community for being an excellent proving ground for our technology. Your early support has been essential to our growth and success, fostering our progress in this vibrant industry.

### COMFORTDELGRO

Thanks to Rohit Gupta from Comfort Del Gro, an LP of Shift4Good, for confirming the 100% deal-flow accuracy of our Shift4Goods pipeline against their CRM. Your recognition of our machine learning tools' precision is greatly appreciated by our team.



We're grateful to Samuel Baker for his crucial early support, introductions, and guidance. As a managing partner at Mobility Fund, his endorsement from day one and validation of our capabilities in surfacing fund LPs and venture deal-flow have been fundamental to our progress.



Thanks to Daniel Karp at Cervin Ventures for affirming our 100% accuracy in signalling their deal flow and recognising our accuracy in detecting the stealth deal AutoKitteh. Your endorsement is vital to our success.

## Letter from the Experts

At TwoTensor, we explore the cutting edge where big data meets private equity, transforming how investments are sourced and analyzed with AI and machine learning.

We are breaking new ground by shifting from database-dependent deal sourcing to direct, data-driven methods, enhancing the integrity and precision of investment opportunities.

Our strategic use of signals data gives us an edge in deal flow, leading to more substantial investment opportunities.

Through direct channels and innovative analytics, we're at the forefront of private markets, leveraging our expertise to capture the most promising deals.

These initiatives exemplify our commitment to not just keeping pace with the investment world but setting the pace, offering our clients an unparalleled advantage.

That's the power of venture deal signals in decision-making.

## TwoTensor Experts



**Daniel Malikzade-Afshar**  
CEO & Managing Partner

[Daniel@twotensor.com](mailto:Daniel@twotensor.com)



**Mark Rebotunov**  
Lead Infrastructure Engineer

[Mark@twotensor.com](mailto:Mark@twotensor.com)



**Casper Schwahn**  
Research Engineer & AI Specialist

[Casper@twotensor.com](mailto:Casper@twotensor.com)

## Connect with TwoTensor

### ► Engage with Our Research

Get insights on the latest investment trends and access our exclusive analytics.

<https://www.twotensor.com/faq-research>

### ► Purchase Lists

Acquire lists of signals from a range of categories including leading venture funds on a regular basis.

<https://www.twotensor.com/purchase-lists>

### ► Stay Updated with Case Studies

View our case studies and exerts from our proven track record with leading investors.

<https://www.twotensor.com/faq-casestudies>

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