Thinknum

Alternative Data and Analytics Platform
for Institutional Investors

Thinknum enables institutional investors to generate Alpha-producing investment ideas and **differentiated insights rooted in alternative data**. As companies move their business operations online, new data trails are being created that can be leveraged to make more informed investment decisions.

Thinknum indexes all of these real-time data trails using proprietary machine-learning techniques in a user-friendly platform specifically created for institutional investors. The trend-revealing data trails compiled by Thinknum allow investors to ask complex, open-ended questions from both micro and macro perspectives.

Thinknum Data

Thinknum tracks thousands of websites capturing and indexing vast amounts of public data and presents it in an intuitive, proprietary platform.

Our customizable library of company specific time series data includes 400,000+ public and private companies globally across all sectors and market capitalizations. These time series are updated daily allowing for timely tracking of business operations on a granular level which is predictive of company performance.

Thinknum Datalab

Query Builder Tool

Customize Thinknum's timeseries data using query builder to uncover unique predictive insights. Bookmark custom data queries to user's profile for continued monitoring.
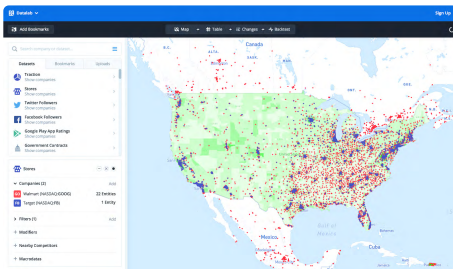
Alerts

Set up email notifications to track important changes in real time.
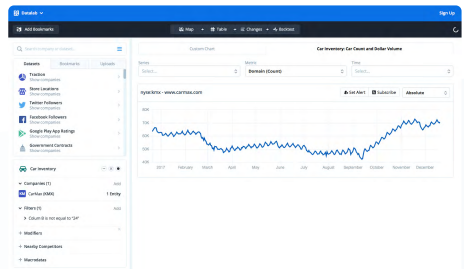
Screener

Use a combination of Thinknum metrics to track fast growing companies and discover new investment opportunities.

Compatibility

Access Thinknum's data programmatically via our dynamic API, or export datasets to Excel from the web interface.

Track Walmart and Target stores overlap overlayed
with demographic data

Track the individual cars sold on Carmax
on a daily basis

www.thinknum.com

Thinknum Data Coverage Matrix

Dataset Categories	Number of Companies	Public Companies	Private Companies	Data History (years)	Number of Metrics	Most Popular Usecases
LinkedIn Profiles	293 000	5 000	288 000	1.5-2.5	2	Headcount and followers per company on LinkedIn
Twitter Profiles	130 000	4 000	126 000	2.5+	6	Number of followers and tweets
Job Listings	4 500	2 500	2 000	1-1.5	3	Open listings by location, category, job title
Facebook Company Profiles	130 300	3 300	127 000	2+	4	Followers, foot traffic, mentions
Glassdoor Profiles	33 000	5 000	28 000	0.5-1	23	CEO rating, business outlook by employees
Mobile App Ratings	1 210	1 200	10	2.5+	12	Mobile app adoption for a company's apps
Facebook App Active Users	10 500	500	10 000	2+	5	Daily, weekly, monthly active users via FB Connect
Store Locations	1 400	1 000	400	1-2.5	15	Store locations overlayed with demographic data
Products by Vendor	630	620	10	1-2	20	Over 1.4bn individual products with pricing history
Discounted Products	490	320	170	2+	17	Individual product discounts by seller
Product Pricing by Geo	30	30	0	1-2	25	Pricing for hotels, self-storage, car rental, cruise lines by location
Tmall Sales, Products, Pricing	850	250	600	1.5	21	Retail sales and products offered in China through Tmall
Weibo	100	20	120	1.5	2	Number of followers and posts for Chinese companies
Car Inventory	30	30	0	1-2	13	Individual cars sales from car dealer websites
REIT Tenants	52	30	22	1.5	11	Individual daily tenants and vacancy rates for REITs
Residential Properties	20	20	0	1.5	15	Pricing for individual residential properties by location
Stack Exchange Questions	50	40	10	2+	8	Developer traction for a company's products
Government Contracts	150	150	0	5+	18	Government contracts won by companies
Credit Card Rankings	885	NA	NA	<0.5	15	US Credit Cards promotional activity, terms and rankings
Weibo Company Profiles	127	107	20	1	2	Followers and posts
ICOs Activity	37	0	37	<0.5	10	Github and social media activity for ICOs

400K+ Public & Private Companies
Daily, Granular & Predictive Data
Demographic & Macro Overlay

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