

Fall Line Capital
Sector Deep Dive Strategy & Data Infrastructure

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Analytical Structure for Sector Deep Dives and Market Landscape Mapping

EACH SECTOR ANALYSIS FOLLOWS A STANDARDIZED, INSIGHT-ORIENTED APPROACH:

1. Market Sizing & Forecasts
 - Define TAM, SAM, SOM
 - Analyze CAGR, pricing trends, and geographic splits
 - Cross-source triangulation using BCC, IBISWorld, Technavio
2. Technology & IP Landscape
 - Identify breakthrough technologies, R&D clusters
 - Use citation networks and publication analysis to gauge diffusion
 - Sources: ScienceDirect, Scopus, Web of Science
3. Competitive Landscape
 - Segment 30–50 relevant companies into direct, adjacent, and emerging
 - Construct positioning grids (2x2), feature comparisons, and SWOTs
 - Sources: PitchBook, Orbis, PrivCo, D&B Hoovers
4. Investor & Deal Activity
 - Map active investors by stage, deal volume, and strategic focus
 - Profile recent rounds, valuation benchmarks, and exit multiples
 - Sources: PitchBook, Preqin, Refinitiv, WSJ Pro VC/PE
5. Regulatory & Policy Context
 - Track key legislation, incentives, and permitting bottlenecks
 - Include international comparables where relevant
 - Sources: EIU Viewpoint, World Factbook, IMF IFS
6. Strategic Positioning & White Space
 - Highlight gaps, underexplored verticals, or regional tailwinds
 - Recommend potential angles where Fall Line's platform offers edge
 - Sources: McKinsey Quarterly, HBR, ImpactAlpha, analyst synthesis



Data Source Matrix

WATER AS A SERVICE / DESALINATION TECH

1. Market Sizing & Forecasts

- Sources: BCC Research, IBISWorld, Technavio, Frost & Sullivan, Marketline Advantage
- Notes: Use for TAM/SAM breakdowns, CAGR, pricing trends

2. Technology/Patent Landscape

- Sources: ScienceDirect, Scopus, Web of Science
- Notes: Identify innovations in reverse osmosis, brine management, etc.

3. Company Financials / Business Models

- Sources: PitchBook, Orbis, PrivCo, Capital IQ
- Notes: For evaluating startups, incumbents, and emerging entrants

4. VC & PE Investment Trends

- Sources: PitchBook, Preqin, WSJ Pro VC/PE
- Notes: Track investor activity in climate and water infrastructure

5. Policy & Infrastructure Funding

- Sources: EIU Viewpoint, World Factbook, IMF IFS
- Notes: For desal policy mandates, public-private project finance

6. News, PR & Thought Leadership

- Sources: FT.com, WSJ.com, McKinsey Quarterly, Bloomberg.com, Factiva
 - Notes: For project launches, regulatory shifts, thought pieces
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DEEP TECH MATERIAL SCIENCE (Biomaterials: Inputs, Machinery, Packaging)

1. Scientific & Technical Research

- Sources: PubMed, ScienceDirect, SSRN, Web of Science
- Notes: Identify biomaterial processes, biodegradability, fermentation methods

2. Market Sizing & Industry Trends

- Sources: BCC Research, Technavio, GlobalData: Disruptor / Medical, IBISWorld
- Notes: Cover sustainable packaging, manufacturing, and bio-feedstocks

3. Company Intelligence & Comparables

- Sources: PitchBook, PrivCo, Orbis, D&B Hoovers
- Notes: Use for startup comps, tech stack, M&A history

4. Supply Chain & Ecosystem Mapping

- Sources: EMIS Intelligence, Marketline Advantage
- Notes: For vendor profiles, regional manufacturing clusters

5. Investor Mapping & Benchmarking

- Sources: PitchBook, Preqin, LSEG (Refinitiv)
- Notes: Identify investors in Shellworks-type companies

6. Thought Leadership / Positioning

- Sources: McKinsey Quarterly, Harvard Business Review, ImpactAlpha, FT.com
 - Notes: Track macrotrends, ESG alignment
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DATA STRATEGY OVERVIEW:

- To ensure robust and defensible market sizing, we triangulate estimates using IBISWorld, Technavio, and BCC Research, all of which are fully supported within the Osprey data ecosystem.
- For technical and patent trend analysis in both desalination and biomaterials, ScienceDirect and Web of Science provide comprehensive access to peer-reviewed research and citation networks.
- When benchmarking exit multiples and evaluating potential investment outcomes, PitchBook and Preqin offer the most reliable and granular data on private market transactions.
- For tracking regulatory shifts and sustainability-oriented capital flows, EIU Viewpoint, the Financial Times, and WSJ Pro VC/PE deliver highly relevant policy and investor intelligence.

PRELIMINARY FORMAT OPTIONS & PROPOSAL FOR DELIVERABLE ALIGNMENT

Proposal: We recommend starting with a blended format for the first two sectors (Water & Deep Tech Materials), then revisiting based on FLC preferences in structure, tone, and decision utility. To facilitate alignment on deliverables, we propose the following tiered options, each designed to support different depth and use case needs:

1. **Executive Brief (2–3 pages)**
 - Content: Key takeaways, sector opportunity heatmap, top 3 strategic insights
2. **Core Deck (15–25 slides)**
 - Content: Market sizing, competitive map, investor/exit benchmarks, platform-fit commentary
3. **Supplemental Appendix (Optional)**
 - Content: Raw company list, methodology notes, references, full data extracts (Excel, PitchBook exports)