# Problem:

Venture capital analysts spend dozens of hours each week viewing individual companies on LinkedIn Sales Navigator, but <u>waste time on clients that do not fit</u> the firm's investment thesis. How can we narrow the companies our analysts search through, save time, and close more deals?

Solution:

<u>Machine learning</u> algorithm that takes in a CRM that <u>identifies high-value customers</u>, and uses that data to predict the viability of other companies analysts have found on LinkedIn.
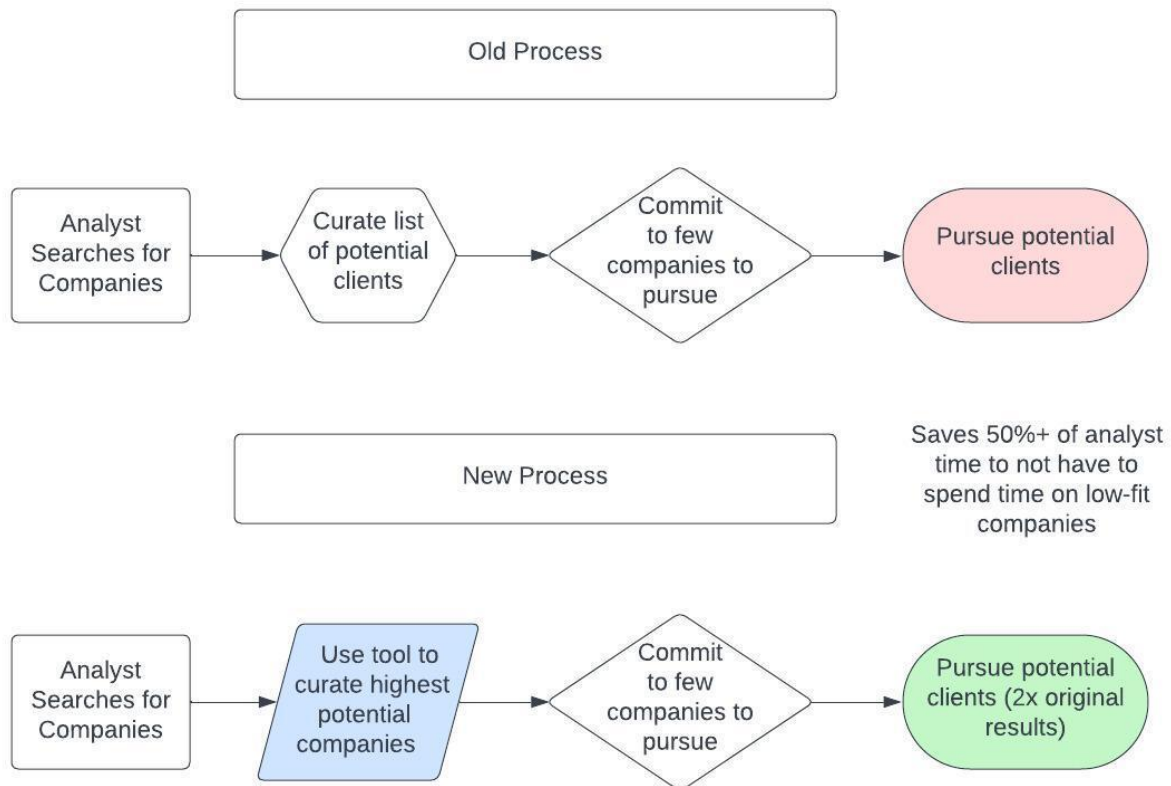
Results:

Analysts can perform their duties multiple times more efficiently than before leading to higher quality clients, and significant returns for the organization.