

crunchbase





# Private companies are a massive opportunity

Public company opportunity is shrinking:

- 46,583 public companies
- Half as many compared to 10 years ago in the US

Private company opportunity is growing:

- Millions of private companies
- Over 200k new companies each year in the US
- \$3T in funding and many times that in revenue
- 124M employees in the US



**Millions of professionals desperately search for those opportunities**

**Sales People  
Business Development  
Marketers  
Entrepreneurs  
Investors  
Consultants  
Job Seekers**

**Private company  
opportunities**



# Prospecting for those opportunities is slow and frustrating

## Private company data

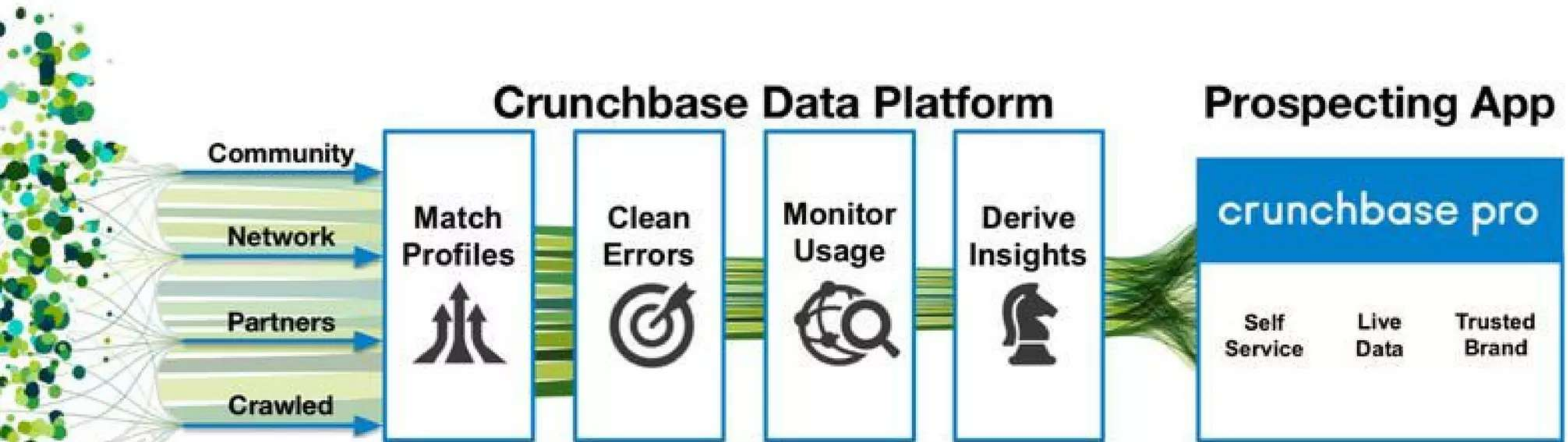
- Opaque
- Unstructured
- Unreliable
- Quickly out of date
- Expensive
- Not a graph
- Not easily monitored

## Existing solutions

- Typically focus on productivity
- Track progress - not fill pipeline
- Built on top of empty databases
- Rely on you to provide the prospects
- Go stale after import of data
- Don't track buy signals
- Don't suggest new prospects



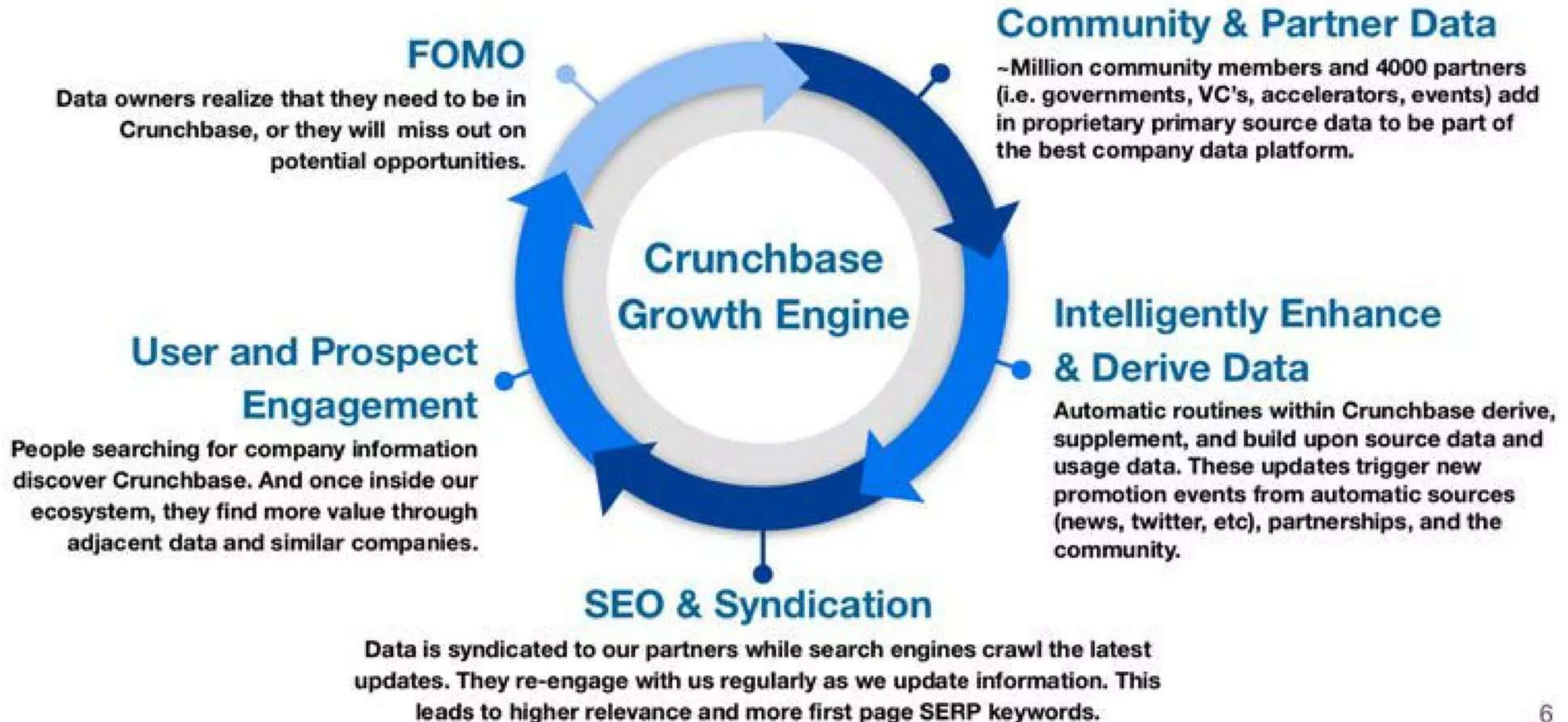
**Crunchbase unlocks those opportunities by offering a world class prospecting tool on top of our proprietary data platform**



**Our data is structured, intelligent, and dynamic.**

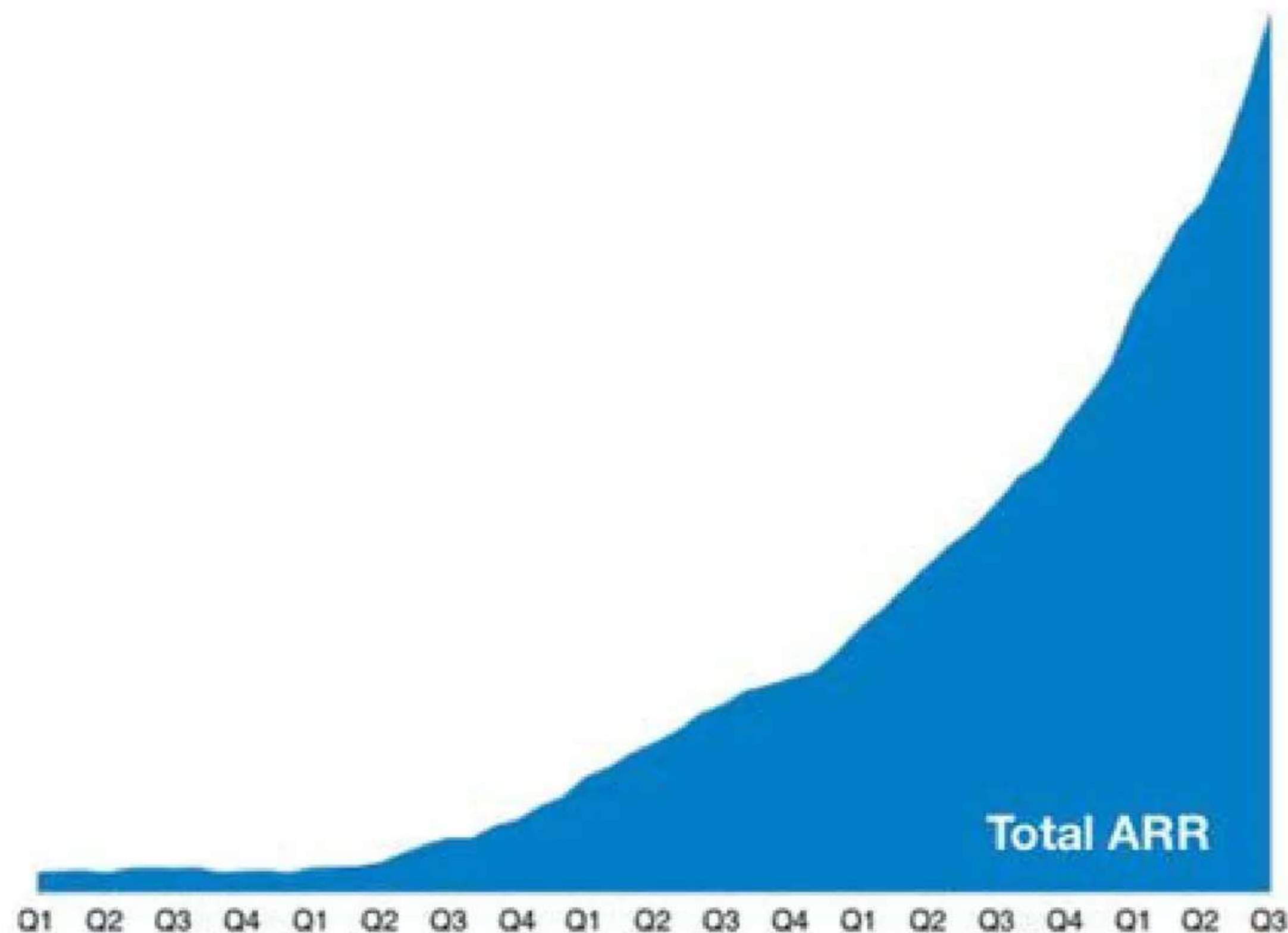


# Our unique dataset drives our growth flywheel





**And it's paying off: we make money quickly and efficiently**



# Over xxk professionals pay us for prospecting tools

multi-join dynamic searches

customizable columns,  
sorting and email alerts

statistics and  
analysis

The screenshot displays the Crunchbase Pro interface. On the left is a sidebar with navigation links: Companies, People, Investors, Funding Rounds, Acquisitions, Schools, Events, My Searches, My Lists, Featured, Contribute, and Data Export. The main area is titled 'Companies' with a 'CLEAR FILTERS' button. Below this, there are several filter categories: Description (set to 'Health Care'), Headquarters Location (set to 'California', 'Europe', 'New York', 'Japan', 'Israel', 'Europe'), Founded Date (set to '3 years ago'), Last Funding Round (set to 'Series A', 'Series B', 'Series C', 'Series A, C'), and Money Raised (set to 'greater than \$ 2000000'). A green 'SEARCH' button is at the bottom of the filters. Below the search bar, it shows '80 results in 0.321s'. At the bottom, there is a table with columns: Name, Category Group, Headquarters Location, and a description. The first row shows 'Thrive Global' in the 'Health Care' category, located in 'New York, New York, United States, North America', with the description 'Thrive Global is a very strong and productive...'. On the right side, there are two panels. The first panel, titled 'Health Care companies founded in the last 3 years', includes a checkbox for 'Make this shareable', a section for 'Choose email alert type and frequency' with a table of alert types and frequencies, and a list of filters for 'Acquisitions', 'Funding Rounds', 'MVP', 'News', and 'Funds Raised'. The second panel, titled 'Total Equity Funding Amount', shows a list of funding amounts and a summary table with statistics: Total (\$3,495,948,154), Min (\$2,129), Max (\$347,000,000), Average (\$7,945,378), and Median (\$1,077,500).

Type	Daily	Weekly
Acquisitions	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Acquisitions	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Funding Rounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MVP	<input type="checkbox"/>	<input type="checkbox"/>
News	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Funds Raised	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Total Equity Funding Amount	
	\$295,000,000
	\$347,000,000
	\$150,000,000
	\$100,000,000
✓ Total	\$3,495,948,154
Min	\$2,129
Max	\$347,000,000
Average	\$7,945,378
Median	\$1,077,500



# This is a proven model that works





# Massive \$35B market in private company prospecting space





# We know what we're doing and we are here for the same reason



**Jager McConnell**

**CEO**

Ran the sfa product line at **Salesforce**



**Robert Conrad**

**Head of Engineering**

Owned **Salesforce** Lightning core engineering teams



**Nealesh Patel**

**Head of BD & Direct Sales**

Former head of strategic partnerships at **Google**



**Marcus Lo**

**Head of Finance**

Former finance leader at **Indiegogo** and **Walmart.com**



**Shanee Ben-Zur**

**Head of Marketing & Growth**

Former head of corporate marketing at **Dropbox**



**Arman Javaherian**

**Head of Product**

Built crm platform for a \$900M ARR product line at **Zillow**

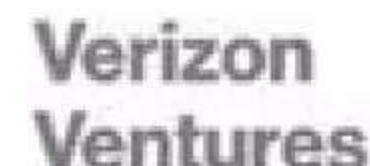
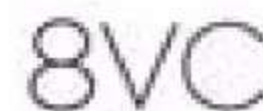


**Victoria Bubien**

**Head of People**

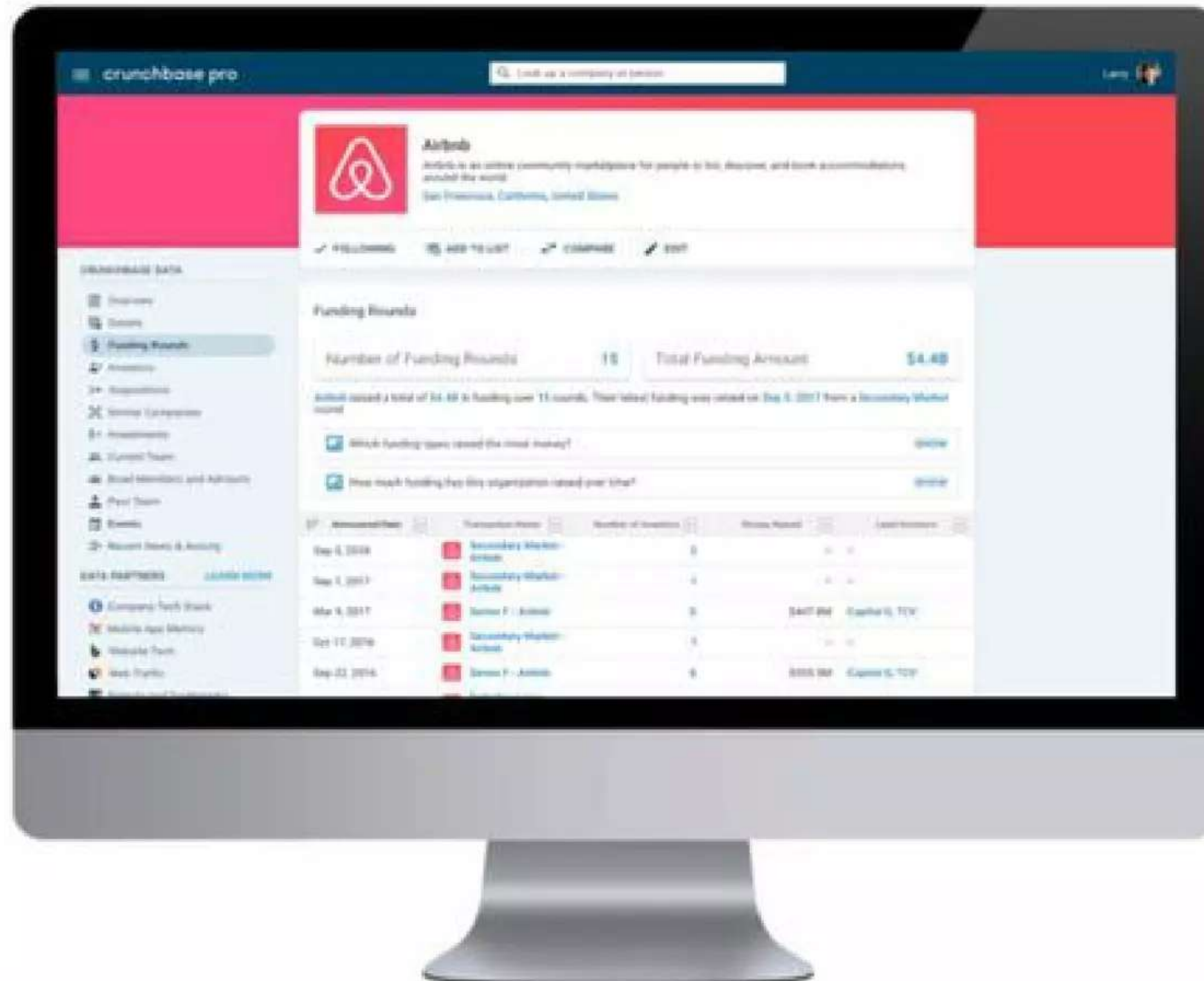
Built **Augmedix's** culture from ground up

## investors





# Crunchbase: the LinkedIn for Companies





crunchbase

