Private companies are a massive opportunity

Public company opportunity is shrinking:

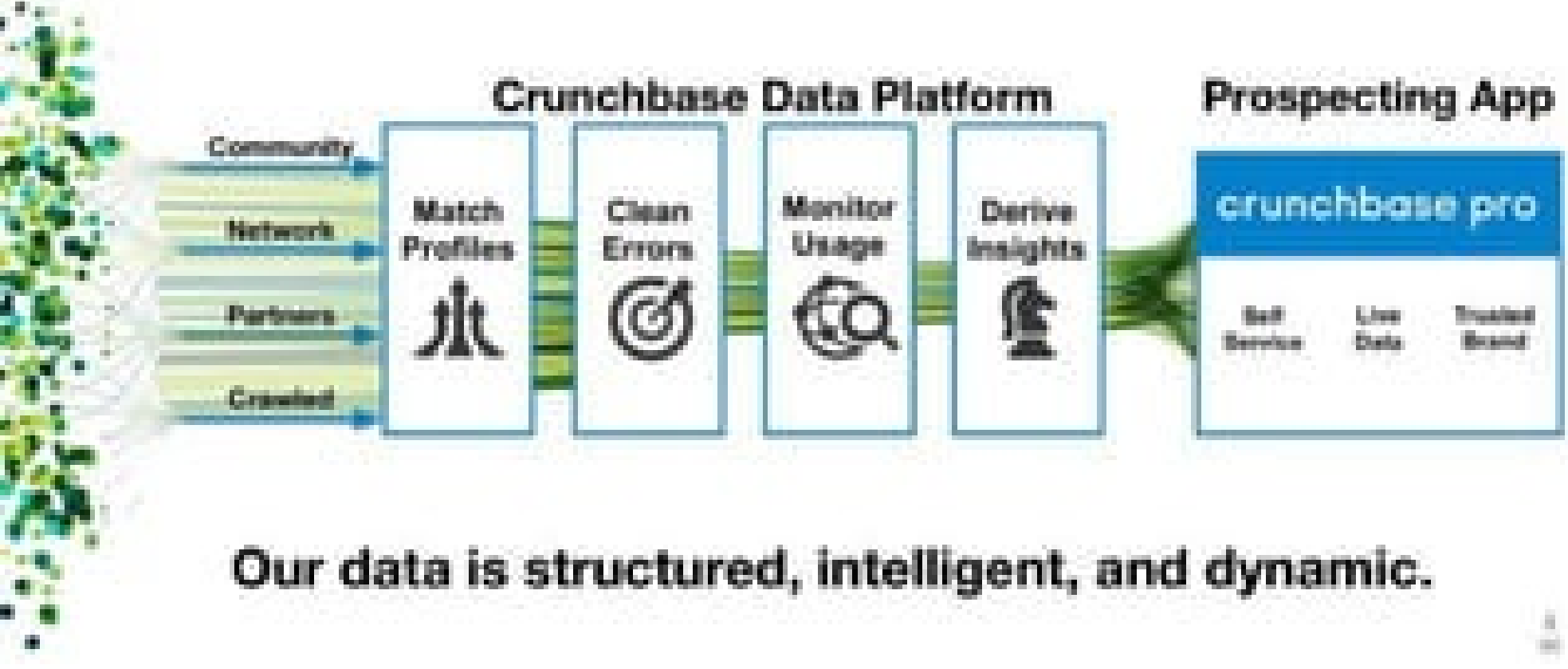
- 46,583 public companies
- Half as many compared to 10 years ago in the US

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

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

Community & Partner Data

~Million community members and 4000 partners (i.e. governments, VC's, accelerators, events) add in proprietary primary source data to be part of the best company data platform.

Intelligently Enhance & Derive Data

Automatic routines within Crunchbase derive, supplement, and build upon source data and usage data. These updates trigger new promotion events from automatic sources (news, twitter, etc), partnerships, and the community.

SEO & Syndication

Data is syndicated to our partners while search engines crawl the latest updates. They re-engage with us regularly as we update information. This leads to higher relevance and more first page SERP keywords.

FOMO

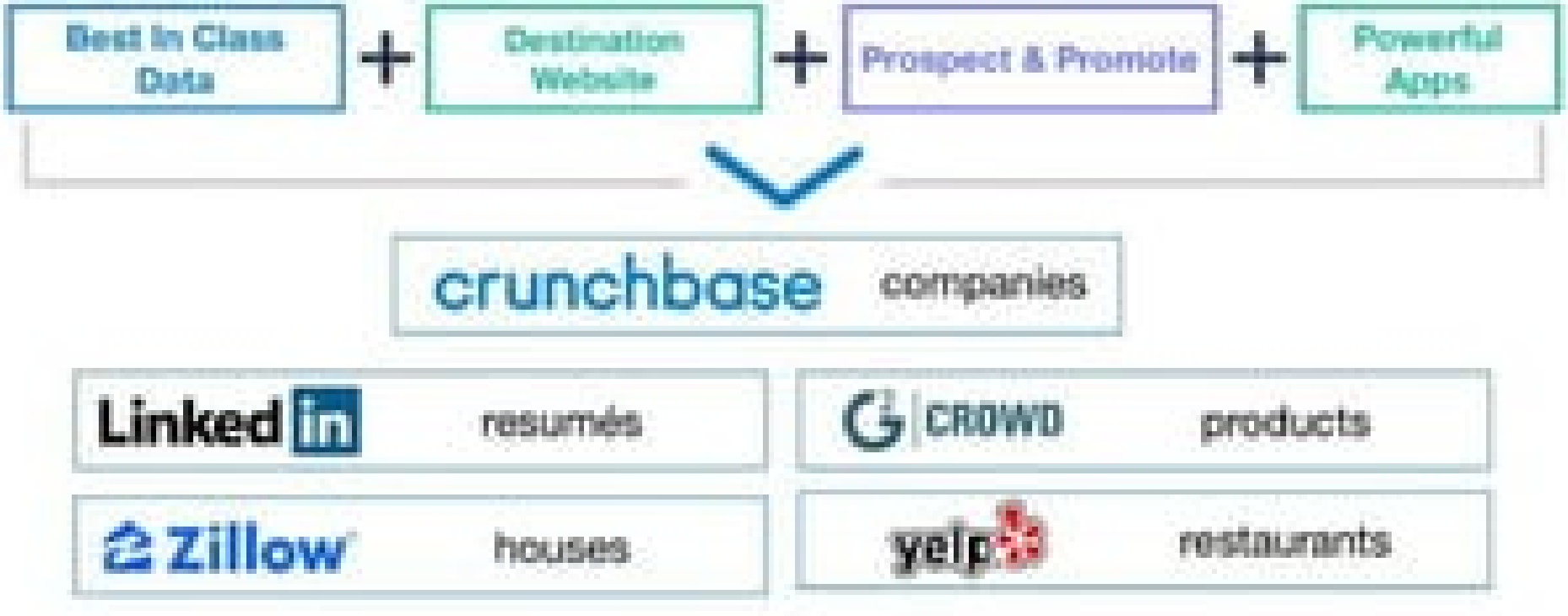
Data owners realize that they need to be in Crunchbase, or they will miss out on potential opportunities.

User and Prospect Engagement

People searching for company information discover Crunchbase. And once inside our ecosystem, they find more value through adjacent data and similar companies.

Over xxk professionals pay us for prospecting tools

This is a proven model that works



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

Jager McConnell
CEO
Ran the sfs product line at **Salesforce**

Shanee Ben-Zur
Head of Marketing & Growth
Former head of corporate marketing at **Dropbox**

Robert Conrad
Head of Engineering
Owned **Salesforce** Lightning core engineering teams

Arman Javaherian
Head of Product
Built crm platform for a $800M ARR product line at **Zillow**

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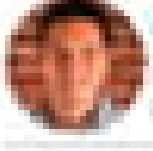

Marcus Lo
Head of Finance
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Investors

Mayfield · emergence · Felicis Ventures · COWBOY · 8VC · SVAngel · Verizon Ventures

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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

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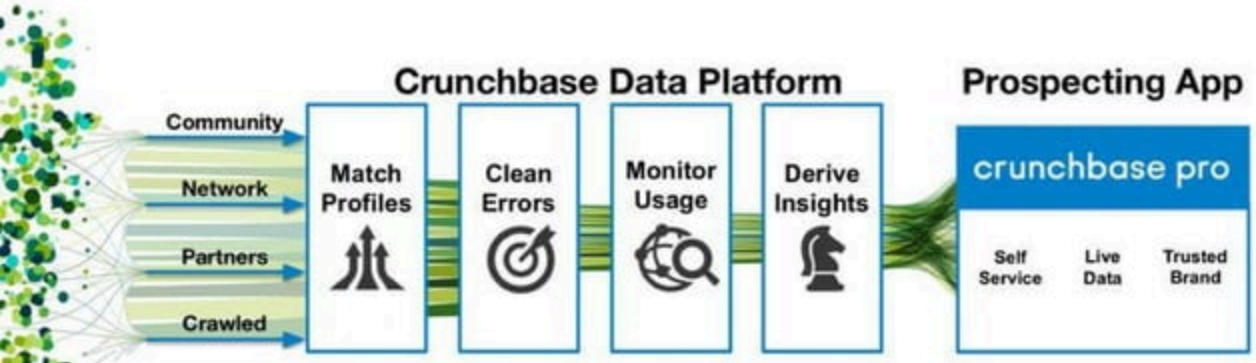

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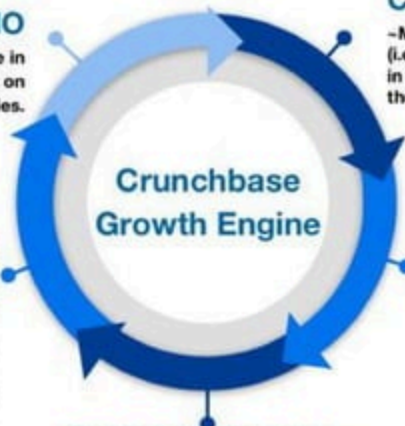

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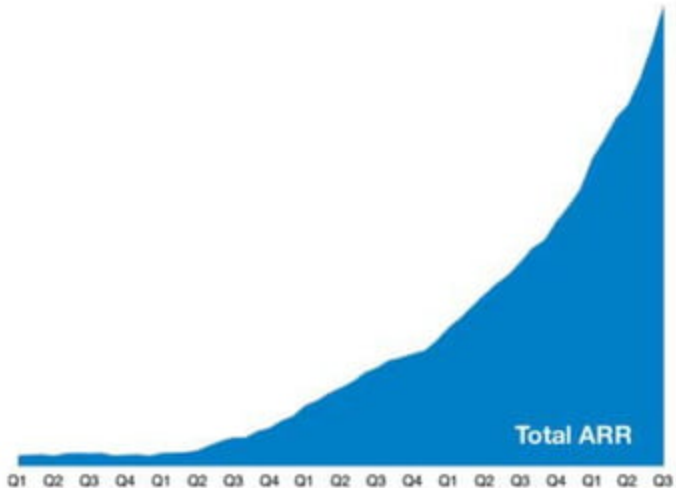
And it's paying off: we make money quickly and efficiently



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Massive $35B market in private company prospecting space

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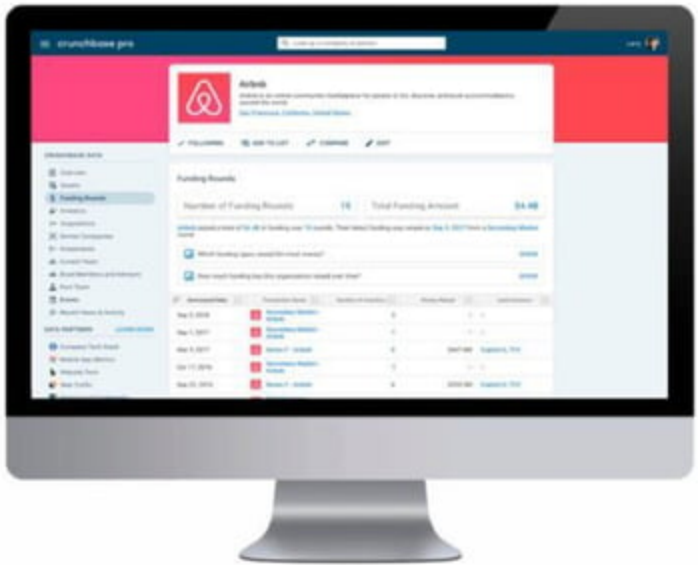
Crunchbase: the LinkedIn for Companies



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