

Who has hit the tipping point?

How are my competitors doing?

Who is getting traction?

What is the next big thing?

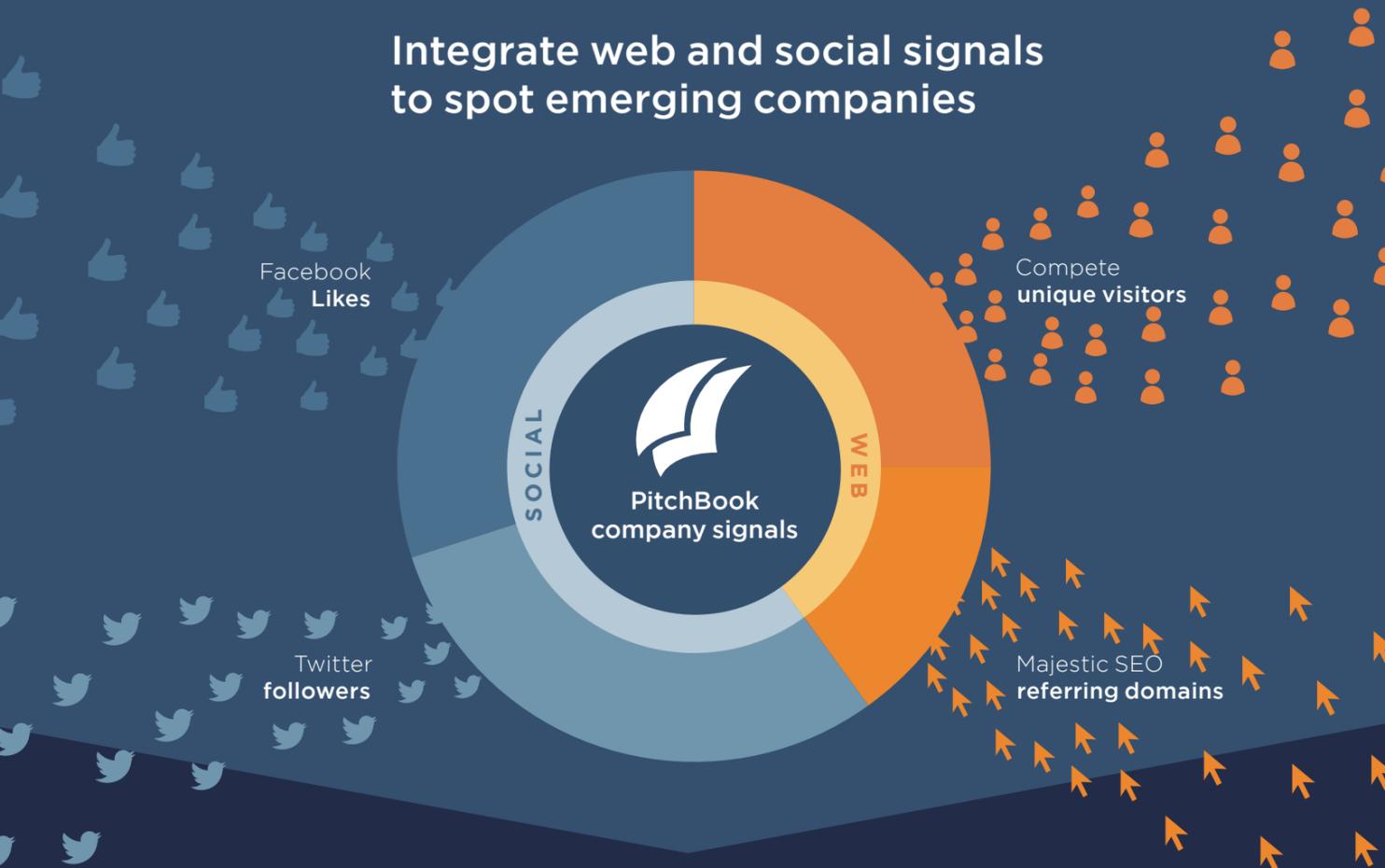
Who is winning, who is losing?

What companies should I be talking to?

How do I find the next \_\_\_\_\_?

# PITCHBOOK COMPANY SIGNALS

Integrate web and social signals to spot emerging companies



Turn web and social signals into a digestible metric for growth and traction



### Growth Rate [grōTH rāt]

The PitchBook Signals Growth Rate is the average of the social growth rate (the average of Facebook and Twitter growth rates) and the web growth rate (the average of web traffic and referring domain growth rates). For each data source, a company's growth rate in a given week is calculated by averaging **weekly percentage change** for the previous eight weeks, thus minimizing any skewing in data due to anomalies.

$$\left( \frac{\text{this week} - \text{last week}}{\text{last week}} \right) \div \frac{\# \text{ of rates below}}{\text{population count}} \times 100 = \% \text{ growth}$$



### Size Multiple [sīz 'mōltēpəl]

The PitchBook Signals Size Multiple is the average of social reach (the average of Facebook Like and Twitter follower count) and the web size (the average of web traffic and referring domain count). For each data source, a company's size for a given week is calculated by dividing **the company's data value by the average value** across companies tracked by PitchBook.

$$\frac{\text{last week's data point}}{\text{population average}} = \text{size multiple}$$

$$\frac{\# \text{ of multiples below}}{\text{population count}} \times 100 = \% \text{ ile rank}$$

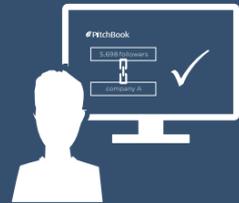
Humans and machines unite for better quality analysis



**Gather** signals data by leveraging natural language processing, machine learning and in-house API system.



**Match** signals data in a cloud computing environment to deploy Jaro-Winkler and proprietary matching algorithms.



**Verify** signals data with the help of specialist researchers who double-check and further link profiles.

Find the next big thing with the PitchBook Platform

Schedule a demo